

September 1984

Presstime

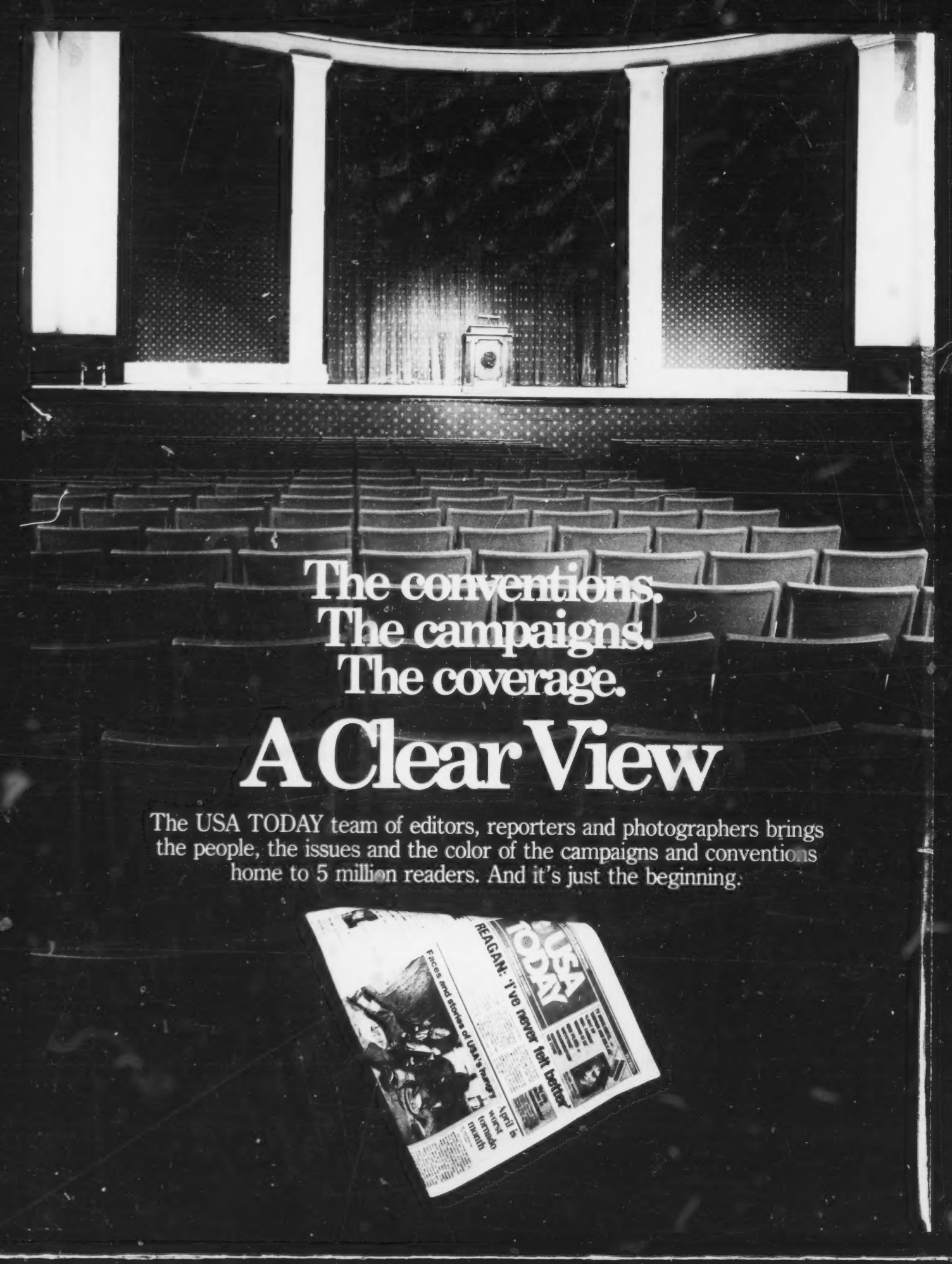
the American Newspaper Publishers Association

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SPECIAL REPORT

Reading in America: Signs of a Comeback In the Electronic Age

What Newspapers Are Doing to Protect Young Carriers



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Special Report There can be no more important question for U.S. newspapers than "What is happening to reading in America?" Most signs point to a conclusion that Americans who read are reading more than ever. The evidence comes from pollsters, public libraries and publishers. To keep up with readers' changing tastes, publishers are always adapting their products. Computer magazines, romance novels and "instant books" are examples of some of the innovations. Yet, there is reason for concern in the form of a vast non-reading public. Realizing that they cannot take their reading audience for granted, newspapers are encouraging the reading habit in a variety of ways. **18**

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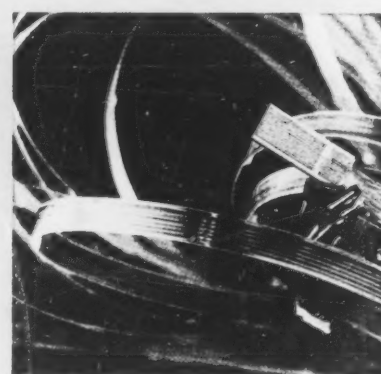
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CHAIRMAN'S CORNER

Helen K. Copley, chairman and president of ANPA Foundation, shares some important observations with us in this month's Chairman's Corner.

—Richard J. V. Johnson
Chairman and President, ANPA

We must make a commitment to the renaissance in education

For many years, ANPA Foundation has encouraged, cajoled, even made dire predictions to newspaper publishers about losing future readers, as we sought to expand the scope and quality of the Newspaper in Education program. In the last few months, we have received national recognition for this perseverance. At the same time, we have observed a new movement in education that welcomes the involvement of newspapers in additional ways.

On June 28, the Foundation and NIE received one of 20 new "Partner in Education" flags awarded by the President's Advisory Council on Private Sector Initiatives to exemplary programs combining the efforts of schools and businesses in support of better education.

The awards ceremony capped a national symposium on "Programs That Work"—a parade of programs that allow businesses to help in the effort to improve U.S. education.

There's a national program called "Adopt-a-School," which has seen local businesses commit themselves to contributing some unique talent and support (seldom just cash) to a school in their communities. The total of "adopted" schools is 35,000 and growing.

There are companies providing management training on a city, state or regional basis for educational administrators.

There are businesses and professional groups planning extensive programs to give young people hands-on occupational experiences to guide them in the choice of careers.

The companies involved are those you might expect, and some you wouldn't. IBM and Xerox have programs; so does the National Paint and Coating Association. Atlantic Richfield Corp. has a program; so does Riblet Products Corp. in Indiana.

A number of newspapers are also active. (See stories, p. 20 and 24.) Some have adopted schools; others are working in prison educational systems or drug-abatement programs or in after-school programs for "latchkey" youngsters. The spelling bees, writing contests and science fairs we have been sponsoring for decades fit within this new partnership concept. And, given our unique product, new efforts to mount community programs increasing literacy among children and adults are especially appropriate. The Foundation is holding two conferences this year on literacy; we hope to offer fresh ideas on possible projects in this field to all newspapers in 1985.

Many have bemoaned, rightly enough, the drop in educational achievement over the years. Now is the time for us to acknowledge the signs of improvement and for newspapers to contribute renewed effort to the educational renaissance in the United States.



Helen K. Copley

Helen K. Copley
Chairman and President, ANPA Foundation

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Presstime magazine (ISSN 0194-3243) is published monthly by the American Newspaper Publishers Association, 11600 Sunrise Valley Drive, Reston, Va. 22091. Basic subscription rate of \$50 a year is included in members' dues. Non-member rate is \$100 domestic, additional overseas. Second-class postage paid at Reston, Va., and additional mailing offices. Copyright 1984 by ANPA. All rights reserved. Unsolicited articles and photos should be sent to the presstime editor, POSTMASTER: Send address changes to presstime, ANPA, Box 17407, Dulles International Airport, Washington, D.C. 20041.

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Newspapers seek new ways to increase carriers' safety

BY C. DAVID RAMBO
presstime staff writer

Newspapers for many years have taken steps to help safeguard their youth carriers against the countless ways they can come to harm while on their routes.

But in many cities, especially those touched by the recent series of murders and disappearances, newspapers' efforts are being expanded far beyond the routine issuance of a few safety leaflets.

Crimes against young boys and girls can occur in virtually any neighborhood of any city in the nation, police records show. But young carriers who follow regular, predictable routes and schedules—often before daylight, and who ring doorbells of virtual strangers to make collections—present particular safety concerns to parents, police and newspaper executives.

More attention is being given to small protective measures such as regular reminders not to carry large sums of cash while making collections. Other, more elaborate steps include establishing a network of citizens who agree to offer their homes as safe harbor to carriers who encounter trouble.

Individual programs. "We feel we're addressing a responsibility that all newspapers have," says Steven L. Hively, advertising director and promotion manager of the Fremont (Neb.) Tribune.

In September 1983, the Tribune held its first annual carrier-safety clinic, "Operation Whistle-Stop." More than 400 Tribune carriers and their parents turned out.

The program was initiated partly in response to community grief and dismay after the murder in nearby Bellevue, Neb., of 13-year-old Danny Joe Eberle, slain while delivering the Omaha World-Herald.

A 21-year-old airman stationed at Offutt Air Force Base has pleaded guilty to that crime, as well as the murder of another child. Sentencing is scheduled for



Whistles are distributed at Fremont Tribune's carrier-safety clinic.

early September [presstime, June 1984, p. 64].

After the incident, the Fremont newspaper joined forces with the local Knights of Columbus to conduct the security program for carriers. It featured presentations by the Nebraska State Patrol and the Fremont Police Department. Each carrier also was presented with a police-type whistle; in case of emergency, a carrier is instructed to blow the whistle to summon assistance and, perhaps, frighten away an assailant.

The most recent case involving a carrier occurred Aug. 12 in Des Moines, where 13-year-old Eugene Wade Martin disappeared early in the morning on the way to pick up copies of the Des Moines Register for his Sunday route. It was the second disappearance of a Register carrier in less than two years. In September 1982, 12-year-old John Gosch vanished just before he, too, was about to make Sunday deliveries.

The FBI entered the Martin case and is calling the matter a kidnapping. Officials in late August were conducting a nationwide search for a man seen talking to the youth on the morning of the disappear-

ance. The man was described as a "loner," between 30 and 40 years old, and about 5 feet, 9 inches tall.

In late August there was no word on the youth's whereabouts. The Register has offered a \$25,000 reward for information leading to the discovery of either carrier.

Register Circulation Director John M. Miksich says the newspaper always has made a vigorous effort to promote carrier safety. Now it is planning to do more. "We're going to be looking hard to youth safety as more of a community-wide concern," he says.

Since the Martin disappearance, "we've been flooded with ideas about what we should do," Miksich says. Suggestions have ranged from patrols on youth carriers' routes to issuing Mace and noisemakers to carriers.

One thing the newspaper has done since the disappearance of Gosch is conduct a program known as Homes Offering a Protective Environment, or H.O.P.E. The program began with the newspaper's making special presentations to carriers, parents and community groups on carrier safety, explains Register spokeswoman Lynn S. Rasys. The newspaper then distributed applications to families interested in serving as H.O.P.E. households.

Rasys says the applications are forwarded to the police department for approval or disapproval. Most applications have been approved.

The H.O.P.E. program includes a special telephone line set up at the Register for carriers to call when confronted with problems or emergencies.

"We're not just talking about abuse. We're talking about any emergency. They could slip on the ice or report an emergency" such as a fire or accident, Rasys explains.

The Register's approximately 8,000 carriers, most of whom are young, are out mainly between 4 a.m. and 6 a.m., accord-

ing to Rasys.

Another newspaper company that experienced a carrier tragedy, Phoenix Newspapers Inc., compiled a list of safety tips in conjunction with local police and mailed copies to carriers' parents. (See list, below.)

This action last May followed the assault and murder of 13-year-old Christy Ann Fornoff during collections for her Phoenix Gazette route. The girl, while her mother waited outside, was in an apartment building when the incident occurred. A 29-year-old maintenance man in the apartment building has been charged with murdering and sexually assaulting the girl.

A similar list of protective suggestions was prepared in 1974 by the Register Star of Rockford, Ill., after the abduction and murder of a carrier.

Curbing cash collections. Another step taken by the Phoenix newspapers has been to step up promotion of the pay-by-mail system of subscription collections. Three of seven incidents of murder or disappearance of carriers since early 1981 occurred during collections.

More than 55 percent of circulation payments for the Gazette and The Ari-

zona Republic are made by mail, and the figure is increasing, says Mary H. Weingart, manager of community and corporate services. "Safety is a reason" for promoting the system, she says, but it's also "a smoother way (of collecting) from a business point of view."

The popularity of office pay also is increasing. The Record of Hackensack, N.J., for example, offers first-bill discounts in some geographic areas to customers who shift to office pay, says Circulation Manager Richard J. Viola.

In "high-risk" areas, The Record has "totally eliminated youth carrier delivery" and replaced the young carriers with adults in combination with office pay.

Other measures. Another innovative safety project was undertaken by The Evening Press in Binghamton, N.Y. It recently sponsored a two-part safety-related series on Telepress Today, a video program on the community's cable television system.

Anthony J. Valenta, circulation promotion manager, says the programs were prompted partly by the killing last March of 12-year-old Evening Press carrier Cheri Lindsey. A 36-year-old former adult carrier who had trained the victim for her route, and who was a customer on the

route, has been charged with murder in the case.

However, "it's not just us. It's the whole community" that is involved, Valenta says. The Binghamton community has been shaken in recent years by two other reported incidents involving child molestation and murder.

Many circulation executives say the best measures a newspaper can take are ones that are long-established as effective in carrier safety. Among them:

- Monthly training seminars for youth carriers
- In-home parent interviews when signing on a youth carrier
- Use of reflective materials on carrier bags as an overall safety measure.

Despite these and other steps to protect their youth, most circulation executives acknowledge there is no sure way to prevent tragedy.

Child molestation occurs in all neighborhoods, crime records show. Victims number in the thousands each year and carriers account for a tiny fraction of the total. "If you've got a deranged person, there's nothing you can do to stop them from doing something," says John J. Conaty, home delivery manager of The Providence Journal. □

Phoenix papers offer carrier safety tips

The Arizona Republic and The Phoenix Gazette have issued these carrier "safety tips to live by around the clock":

1. Keep your parents informed of what time you leave home and the time you plan to return home. Call your parents if you are going to be delayed for some reason.
2. Use well-lighted streets when possible. Avoid short cuts through alleys and vacant lots. Be aware of your surroundings and who might be nearby at all times.
3. If you must use a dark street, walk on the outer edge of the sidewalk. Keep away from buildings, bushes and fences.
4. It's a good idea to carry a whistle and a flashlight.
5. If anyone approaches for directions, refer the person to the nearest gas station. Keep your distance. Never walk up to a car to talk to the motorist.
6. If you see a suspicious person, contact police by phoning the telephone operator.
7. Use caution with anyone who approaches you, regardless of their appearance, age or sex.
8. Only your parents, your teachers or police have the authority to tell you what to do. Remember, you don't have to obey the command of a stranger.
9. If you return home and find a window or door forced open, don't go inside. Call police from a neighbor's telephone and stay there until police arrive.
10. If you see someone else in trouble, phone police.
11. It is not wise to accept rides from strangers. This also applies to acquaintances, unless your parents know you are with this person.

If you are confronted:

1. Scream, yell, blow a whistle and run. Your voice and your feet are the best defense you have.
2. Run to a lighted house or to any spot you see people.
3. If you must fight to get away, fight hard and keep yelling.
4. When you do get away, get to a safe place and phone police by dialing 0 for operator. (Some areas, of course, have the 911 emergency number.) While waiting for police, write down everything you can remember. Tell police as much about the attacker as you can. Your memory could prevent another attack.

As you collect:

1. Set up a regular collection schedule. Let your customers know when you will be collecting and be there on time.
2. Phone hard-to-catch customers and ask when they will be home for collection and then be there on time.
3. Collect half of your route on one day and the remaining half on the next. Save two more days as "catch-up" days.
4. When you have collected \$25 or \$30, return home and put most of the money in a safe place. Never carry a large amount of money on your route.
5. When collecting, collect and don't play around. The faster you get the collecting done the more free time you have.
6. Don't collect at a late hour.
7. Don't jingle coins or count bills as you walk. Wait until you get home.

CAD/CAM

Illuminated blueprints are dancing on computer terminals, but the end products for newspapers are far from being just aesthetic

BY PAUL KRUGLINSKI
presstime technical writer

Computer-graphics terminals are being used to design more than new cars these days. Newspaper presses, mailroom equipment and plant layouts are among the things being routinely designed on video screens.

With the latest in computer-graphics technology, designers and engineers routinely form colorful lines, circles, squiggles and arabesques. Using the computer's power and sophisticated software, they alter, manipulate and flip-flop geometric patterns and designs, changing the electronic configurations almost as easily as a child changes television channels.

There is a name for the process, and, of course, it comes in "computerese": CAD/CAM, which stands for "computer aided design/computer aided manufacture" and which people in the computer world pronounce "KAD-dom."

CAD/CAM makes it possible for someone to see and test design concepts even as they are conceived.

Moreover, with the assistance of advancing software that allows complicated designs to be rotated, altered and enhanced on the screen, designers are becoming better able to customize their products quickly by merely moving an electronic "mouse" or "puck"—a hand-manipulated, cursor-control device.

CAD—the first half of the process—involves using the power of computers not only to design a press, for instance, but also to do the basic engineering of the parts that make up the press.

CAM—the other half—involves using the computer to aid in manufacturing the individual parts called for in the computerized design.

CAD/CAM vendors are supplying systems as simple and inexpensive as a microcomputer that can just draw lines, or as complex and expensive as mainframe-based systems—some costing in excess of \$11 million dollars—that enable operators to manipulate their designs or to enlarge a portion of the image.

In some cases, the technology is so automated that CAM ultimately drives ro-

bots that actually make the component parts called for in the design.

Many advantages. According to Keith Britnell, public relations representative for Intergraph Corp., which along with IBM and Computervision Corp. is at the vanguard of computer-generated graphics, CAD/CAM is a relatively new and rapidly expanding technical field.

"It started in the early 1970s," he says, but in the last four years the technology has been "growing exponentially."

For instance, Britnell points out that Intergraph's 1979 revenues were \$29.5 million, a figure that grew to \$252 million last year. This year, revenues are expected to reach \$400 million.

For the CAD/CAM industry as a whole, Britnell says, the annual growth rate is averaging 35 to 40 percent.

Less sophisticated CAD/CAM systems, used on personal computers, produce what some people term "dumb graphics"—similar in appearance to the bar graphs and pie charts that mark the PC advertising now seen in magazines.

The more sophisticated and costly CAD/CAM systems—the ones used in equipment and plant design—are tied to large mainframe computers and employ what is termed "intelligent or interactive graphics."

The software for these complex systems allows operators to rotate machinery plans or building blueprints so that they can be viewed from every possible angle, including third dimensional representations.

For example, Britnell says Intergraph CAD/CAM systems are capable of creating designs 63 miles long, three dimensionally. Yet someone at the terminal could zoom in on a close-up portion of the design and alter a part that might be no larger than a match stick.

Britnell points out that another advantage of the system "is keeping track of design elements not seen on the screen."

An architect, for instance, might foresee budget problems in the course of de-

signing a printing plant. The architect could then focus on a single door in the design, query the CAD system to determine its cost and other specifications, compare that data with specifications of less expensive doors, then instruct the system to replace all doors in the plant design with the new, less costly ones.

"The system keeps up the statistical data automatically," says Britnell. "In this case, a picture is really worth a thousand words."

CAD/CAM also can be used to analyze designs, Britnell notes. For example, an engineer may be planning a foundation to go under a press and want to test the design. By giving the computer system the specifications on the press weight, its vibration and other variables, the engineer can determine if the foundation will hold up. Or a particular press part could be evaluated under varying stress factors.

The advantage this aspect of CAD/CAM gives machinery manufacturers, Britnell says, is the ability to test a product without the cost, delays and frustrations of building a prototype.

Newspaper equipment. Among newspaper equipment vendors, the Harris Graphics Corp. and the Graphic Systems Division of Rockwell International Corp., or Goss, are currently the two main users of the technology. However, virtually all press manufacturers and nearly all mailroom equipment makers are either seriously looking at the technology or already actively implementing it.

For instance, Harris Graphics' NC 450 and Goss' Headliner offset presses are products of CAD/CAM design and manufacture.

The advantages resulting from use of CAD/CAM have been considerable at both firms.

"It has been reducing the time required from press conception to press production," says Frederic W. Baker, director of corporate relations for Harris Graphics, adding that its use also has reduced tooling costs.



Harris Graphics Corp.

A robotic lathe, driven by CAD/CAM, manufactures a piece of equipment.

According to John S. Richards, director of engineering at Harris Graphics' Commercial Press Division, CAD/CAM has improved engineering in the feasibility, design and manufacturing stages that every press goes through.

"It eliminates having engineers move pieces of paper around," he says. "CAD can do a tremendous amount of computation."

Richards and other press designers point out that before the advent of CAD/CAM, engineers were limited to only one press design. Then they had to strive to make that rigid design workable.

With CAD/CAM, Richards says, "You can do several variations of design. That really helps the customer" seeking alternatives in press cost or capability.

Because the systems can diagram to within thousandths of an inch, engineers can better design clearances and detect potential interference between parts. Also, engineers can create an "associative data base," or stockpile, of parts used in past designs.

"You have the ability to pick up elements that have been successfully used before on other presses," says Richards.

After the feasibility and design stages are completed, Harris Graphics engineers use the information contained in the computerized diagram to drive the tooling machines, including unattended robotic lathes that make the parts. All of Harris Graphics' divisions use CAD/CAM in their respective equipment designs, and each relays the designs via telephone lines to the Fort Worth manufacturing facility

where the equipment is produced.

The exactitude of the design process reduces the margin for error, Richards says, and there are far fewer miscues and crossed lines of communications between engineers.

John Walton, Goss manager of CAD/CAM technology, finds the design process helpful when dealing with newspapers on press installations. He is able to generate hard-copy printouts of potential designs and mail them to his customers. If the client desires a change in the design, CAD/CAM expeditiously does the work.

In conjunction with Paper Converting Machine Co., or PCMC, Goss is using CAD/CAM for the flexographic conversion project at The Washington Post [presstime, July 1984, p. 41].

PCMC engineers in Green Bay, Wis., are using CAD/CAM for the design and manufacture of the anilox inking system for the Post's Goss Headliner Mark I, while Goss engineers in Chicago are working on retrofitting the rest of the nine-unit press line.

"We're working on different areas," says Peter J. Majeski, Goss engineering manager of CAD/CAM technology, "then merging the designs" with the compatible CAD/CAM systems used by the two firms.

The systems' compatibility "permitted us to do our design function on our system and (PCMC engineers) to do their design function on their system," says Majeski. Then Goss and PCMC exchanged magnetic tapes of the designs.

Both Harris Graphics and Goss are us-

ing CAD/CAM for planning mailroom equipment and the layout of mailrooms.

Engineers at both firms say they use the computerized design process to deal more effectively with the heavy inserting demands of newspaper preprints and the rapidly changing nature of mailroom technologies.

Plants and pagination. Newspaper plant architects and designers also are using CAD/CAM to solve many of their own design problems.

An example came out of last June's ANPA Operations Management Conference & Exposition in Atlanta. Muller-Martini Corp. unveiled its Print Roll System, a wheel-configured insert-storing device that, when loaded with preprints, exceeds 15 feet in height. After witnessing the Muller-Martini exhibit, one plant designer went back to his office and reconfigured his computerized mailroom blueprints so ceilings could accommodate the gargantuan machine in the event a client decided to acquire it.

That ease-of-change aspect is one reason plant designers and architects were among the first to employ CAD/CAM.

The Austin Co. uses CAD/CAM to analyze repetitive designs and to determine work flow, according to Alan F. Stromberg, the firm's project manager.

"For that, it's rather handy," he says, adding that the firm used the technology when it designed a new plant for the St. Paul (Minn.) Pioneer Press and Dispatch.

Stromberg points out that support-column spacing and designs for air-duct routings and electrical and telephone outlets are areas where the technology is useful.

CAD/CAM is even nudging into the field of pagination—in the preparation of user manuals for the equipment it designs. Harris Graphics and Goss both use the graphic designs produced on their systems in the technical documentation for the finished product.

Intergraph's Britnell says the design graphics are merged with text, then the system is used to drive either typesetters or laser printers.

"It produces very exact drawings," says Frank H. Convey, supervisor of engineering services and administration at Harris Graphics.

Whether CAD/CAM will soon work its way into the electronic makeup of newspaper pages is open to conjecture. But some observers believe the CAD/CAM technology that creates the dazzle-dazzle special effects seen in today's television commercials and science-fiction movies will soon be evident in many other newspaper departments. □

Food sections

'Canned' copy is out, nutrition and gourmet recipes in, as culinary coverage of cuisine tempts all tastes

BY C. DAVID RAMBO
presstime staff writer

Of the many efforts newspapers have made in recent years to beef up their editorial product, perhaps the tastiest is the attempt to satiate readers' hunger in the food section.

At least once a week, it tempts cooks of all levels of competence, shoppers, dieters, gourmets and even junk-food gluttons with information about eating, prices, nutrition and recipes.

"It's a common denominator," observes Ann McDuffie, food editor of The Tampa Tribune for the past 24 years. "Food is the most popular topic of conversation. It even surpasses the weather and sex."

In recent years, this savory entree on the newspaper menu has been reformulated to reflect changing food preferences and eating habits of Americans. Articles on nutrition and health, for instance, show up in many food sections today. There are more enterprise stories and fewer "canned" stories, and some newspapers flatly refuse to print the handouts from food-processing companies that once were a food-page staple.

An association of newspaper food writers and editors has grown to 180 members with an annual convention devoted to improvement of food reporting. Most of its members shun "junkets" offered by food-industry companies and groups.

However, for some other newspaper food editors and writers, such junkets remain an acceptable means of getting out and learning about developments affecting the food industry.

Larger newshole. A major reason for the increased attention newspapers are giving their food sections is, not surprisingly, the growth of food advertising. For many papers, this translates into larger newsholes for the sections.

According to the Newspaper Advertising Bureau, ad expenditures by retail food

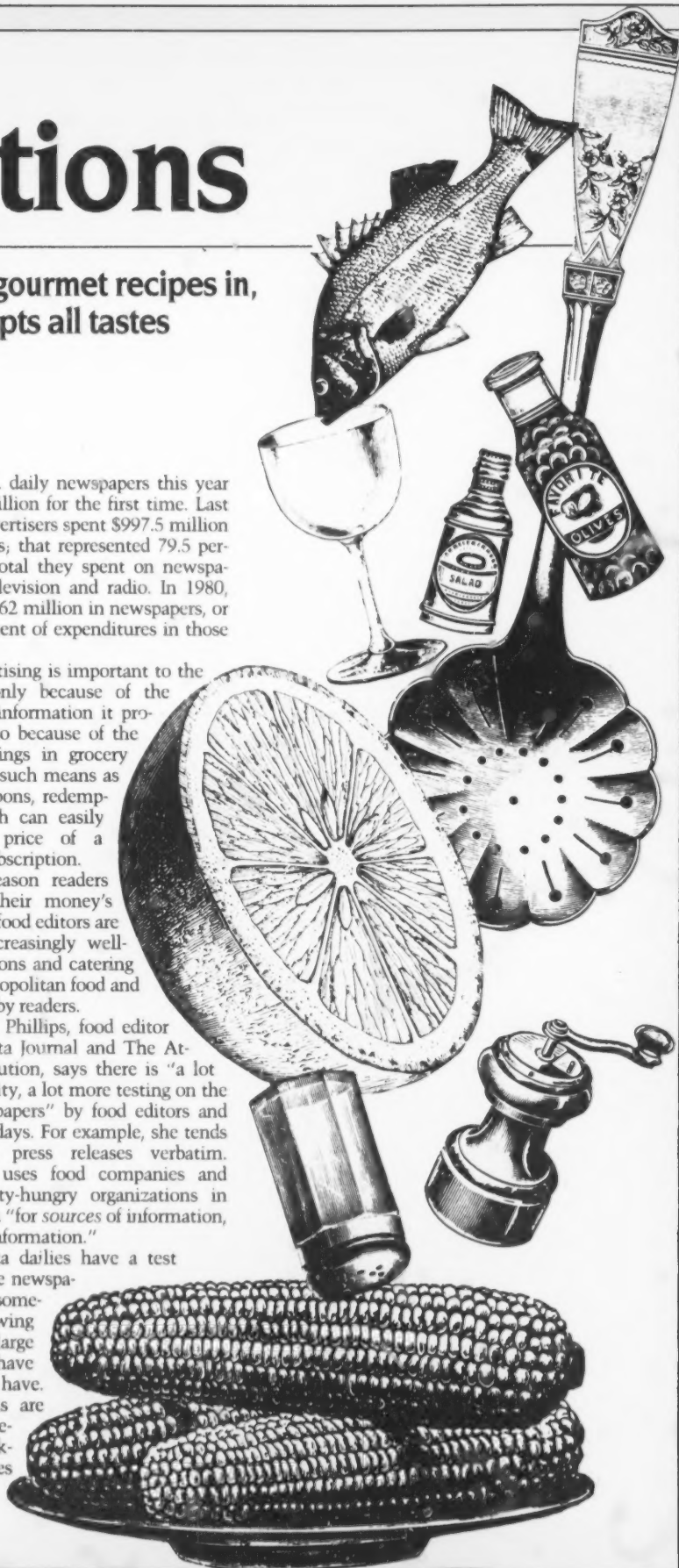
stores in U.S. daily newspapers this year will top \$1 billion for the first time. Last year, food advertisers spent \$997.5 million in U.S. dailies; that represented 79.5 percent of the total they spent on newspapers, local television and radio. In 1980, they spent \$762 million in newspapers, or about 82 percent of expenditures in those three media.

Food advertising is important to the reader not only because of the marketplace information it provides, but also because of the potential savings in grocery bills through such means as cents-off coupons, redemption of which can easily exceed the price of a newspaper subscription.

Another reason readers are getting their money's worth is that food editors are producing increasingly well-rounded sections and catering more to cosmopolitan food and diet interests by readers.

Anne Bym Phillips, food editor of The Atlanta Journal and The Atlanta Constitution, says there is "a lot more originality, a lot more testing on the part of newspapers" by food editors and writers nowadays. For example, she tends not to run press releases verbatim. Instead, she uses food companies and other publicity-hungry organizations in the food arena "for sources of information, not for total information."

The Atlanta dailies have a test kitchen in the newspaper plant—something a growing number of large dailies now have or plan to have. Such kitchens are used to test recipes and cooking techniques



and as a studio for shooting color photographs of featured dishes.

For food editors lacking an in-plant kitchen, any testing must be done at home, and the amount varies. Some test all recipes before publication; some test few, if any.

Nutrition and variety. Although recipes remain probably the most popular feature in food sections, they are sharing the editorial columns in a number of newspapers with some serious discussions that fall under the heading of "You are what you eat."

Jane Baker, food editor of The Phoenix Gazette and president of the Newspaper Food Editors and Writers Association, sees among her colleagues "a greater interest in nutrition or health and fitness, greater interest in recipes using fresh fruits and vegetables" and a growing interest in "regional foods" from the United States as well as from other countries.

A recent example of stories addressing a health topic was in Jacksonville, where Florida Times-Union Food Editor Joe Crea produced a section "almost all devoted to eggs," he explains. "The lead story was on cholesterol, [questioning] should you eat eggs?" Crea interviewed cardiologists and other experts.

Although food editors cite the importance of playing up health angles, there is mixed opinion on just how much emphasis there should be on the medical and scientific aspects of diet.

Some editors vow never to run recipes containing processed ingredients, which they deem nutritionally substandard to "natural" or "more natural" ingredients subjected to less processing or chemical additives. Others take a more moderate approach, keeping in mind the actual diet preferences and cooking practices of readers.

"You've got to balance out the health factors with the human factors," Crea says. Readers turn to food pages for good ideas and nutritional information, but "they also turn to us for escape, diversion," he points out.

After all, junk-food temptations are hard for many people to resist, even food editors. "No matter how much intellectually I know that I shouldn't eat them," Crea allows, "I still eat potato chips."

More food feature stories these days are tied to travel and regional dining interests. The Phoenix Gazette's Baker recently wrote stories on the chef who supervises food services for tourists visiting the Grand Canyon, and on the food service for athletes at the Los Angeles Olympic Games. She included a sidebar on good

restaurants for visitors to the Games.

The Washington Post recently wrote about a farm household in Lancaster County, Pa., that takes overnight guests. Heavily emphasized were the culinary offerings. The lead paragraph, under a Paradise, Pa., dateline, read: "Off Route 30, beyond the neon 'Shoofly Pie' signs that sprinkle Lancaster County's highways like salt on a pretzel, is a real slice of paradise: a 1916 dairy farm, a breakfast of fresh eggs, creamy-rich milk and home-cured salami and a family that welcomes vacationers and city folk looking to get their Adidas dirty."

The piece went on to offer recipes for whole-wheat crumb pie, peach crunch, "Lydia's chocolate shoofly pie" and peanut butter muffins. A sidebar listed organizations providing information on "farm or ranch vacations."

Higher ethical standards. An article tempting readers to visit a homespun dining room is one thing. An invitation for a food editor to visit the home of Betty Crocker is another.

Food-page journalists are paying more attention than ever to the old question of freebies, gifts, complimentary junkets and the like. One reflection of that is growth of the National Food Editors and Writers Association. The organization, founded in 1974, has a code of ethics prohibiting the acceptance of gifts and free travel.

Food editors say that before NFEWA's founding, the only organized activities for food writers were sponsored by food-industry groups—the processors, manufacturers and distributors of items sold in supermarkets.

Not only do editors have an annual forum through NFEWA, they also have a vehicle for organized travel. Eleanor Ostman, food writer of the St. Paul (Minn.) Pioneer Press and St. Paul Dispatch, organizes several food- and cooking-related trips a year.

"We didn't feel we should be accepting free trips," says Ostman, a former NFEWA president, yet "it's very important for food writers to understand the

various cooking styles." The trips give writers a chance to learn how food is grown and harvested, how chefs around the world prepare meals, how food is processed and many other details.

The organization's first trip was to China in 1979, and an average of two a year have been scheduled since. The next will be this November to Peru.

Some newspapers pay all or some of the travel expenses for these trips. Others, however, cover no expenses. That means either the trip won't be taken or the food writer will pay his or her own way.

Crea of the Jacksonville daily says he shelled out \$2,800 from his own pocket for a trip to Scandinavia. The group went to farms, canning plants and frozen seafood plants.

But despite the frequently expressed concern about the desirability of impartiality, some editors also say plenty of newspaper food journalists still accept freebies.

Karen H. Brown, vice president for communications of the Food Marketing Institute in Washington, D.C., says that her industry group offers to pay for travel and lodging of journalists covering its annual convention. Marian Tripp, a Chicago communications consultant who is a key press contact for the convention, says the event usually draws 60-70 newspaper food editors, about half of whom pay their own way.

Yet there are indications that the freebie route is on the decline. Brown notes that the level of FMI expenditures for attendees' travel costs have remained constant while press attendance at conventions has grown significantly. She adds, "I don't think you can buy a reporter with a lunch or any of those things. . . . I don't see it as a way organizations get stories written the way they want."

Louis I. Gelfand, reader representative of the Minneapolis Star and Tribune, sharply criticizes newspapers that allow their staffers to be reimbursed from outside sources for travel and lodging.

Gelfand, who joined the Star and Tribune three years ago, speaks with benefit of a perspective most newspaper journalists lack: He spent 17 years as public-relations representative of the Pillsbury Co. and was an official of the annual Pillsbury "Bake Off," a popular recipe contest drawing newspaper food editors from all over the country.

In 1964, only four newspapers paid their editors' expenses to the event, Gelfand says. They were the Chicago Tribune, the Los Angeles Times and the Minneapolis Star and Tribune (which at the time were two different newspapers; they have since

*Readers want good
information, but "they also
turn to us for
escape, diversion."*

merged). At the 1984 event, despite all the talk of ethics in recent years, "only about one-fourth of the 60 daily newspapers which attended the Bake Off paid for their food editors' travel expenses," Gelfand noted in remarks made before the 1984 NFEWA convention held in Montreal last June.

"The most important reason for not accepting free travel and lodging," he told the convention, "is that once you do, you are no longer independent reporters."

The only downside of refusing free travel, observes Russ Parsons, food editor of the Albuquerque (N.M.) Tribune, is that "there are a lot of things that our readers would be interested in that the Tribune can't afford to cover. . . . We just don't have the budget."

Editors say one reason that freebies are sometimes still accepted is that there still are plenty of offers. "It seems every time you turn around there's another invitation" to something, says Crea. The offers can be as innocuous "as a box of crackers" or as significant as a gift of an electric range.

Melting pot. The people who are grappling with ethical situations such as these are a more diverse group than newspapers traditionally have had handling their food pages.

Years ago, food-page writers tended to be "a lot of people who were just very good cooks" but not necessarily competent journalists, says Atlanta's Phillips. That is changing.

Phillips graduated in 1978 from the University of Georgia with a double major in home economics and journalism; she wanted to combine the two disciplines in a career.

Many other female editors report they have primarily a home-economics background, although some had smatterings of journalism in school.

At the same time, increasing numbers of men are coming into the field.

Crea, who has a degree in psychology, started working in hotel kitchens and restaurants when he was 16. As a career, however, "I always thought that I'd teach journalism or literature." But the food editorship has been rewarding because of the

travel and his potential impact on people's eating habits.

Parsons is one of the male newcomers to the food page, recently completing six months on the job in Albuquerque. For the previous 10 years, he had covered high school and college sports in Texas. "I got absolutely burned out on sports," Parsons says.

He asked for the chance to improve the Tribune's food coverage—the lead section in Thursday's "Accent" section—and was given the job on a part-time basis. The rest of his time is spent doing other work for the features-oriented section, including writing about pop and country-western music.

Parsons' background includes cooking-school attendance and even some cooking-school teaching. "The main thing," he says, "is I've always liked to eat and that inexorably led to cooking."

That seems to be the prime formula for culinary-coverage success. As Baker of The Phoenix Gazette puts it: "If you really love food, chances are you'll be a good food editor." □

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Our Razzoopers are worth saving!

BY MARCIA RUTH
presstime staff writer

Chances are, even if you work for a Kansas paper, you've never heard of The Unmuzzled Truth, Astonisher & Paralyzer or the Cain City Razzooper.

Since these short-lived Kansas weeklies expired before the turn of the century, very few people have in fact heard of them—or for that matter, most of the other 300,000 newspapers published over the past three centuries in what is now the United States.

But after a decade of planning and more than \$2 million in federal funding from the National Endowment for the Humanities, the United States Newspaper Project is moving into high gear to make these titles available in more than 3,000 libraries, archives and historical societies in North America.

The ambitious project had its genesis in 1972, when the American Council of Learned Societies suggested NEH fund the development of various types of bibliographies. A year later the Organization of American Historians gave cataloging newspapers the highest priority.

Considered one of the best, and sometimes the only surviving, record of community life, newspapers have proved to be among the most frustrating sources of information for historians. If not hidden away in courthouse cellars, abandoned warehouses or editors' attics, they tend to be scattered about in libraries or historical societies.

The U.S. Newspaper Project is establishing a computer network that will make listings of these papers available at the more than 3,000 institutions subscribing to the Online Computer Library Center, or OCLC, in Columbus, Ohio. This system will provide titles, brief information and the location of the newspapers.

After the Library of Congress developed cataloging guidelines, the NEH launched the collection phase of the project in 1982 with two-year grants to six national repositories whose collections total about 30,000 newspapers—New York Historical Society in New York City, State Historical Society of Wisconsin in Madison,

Western Reserve Historical Society in Cleveland, Center for Research Libraries in Chicago, Kansas State Historical Society in Topeka and American Antiquarian Society in Worcester, Mass. [presstime, Dec. 1982, p. 10].

Because this effort probably will catalog only 10 percent of the 300,000 targeted papers, the next phase calls for each of the 50 states and territories to set up a plan for locating their own newspapers. So far, 18 states have received NEH funding for planning and six for cataloging.

In many parts of the country, the most ambitious part of the NEH program—to preserve generations of fragile newsprint on microfilm—is still years away from realization. Cataloging moves slowly, and no federal funds have been allocated for the proposed microfilming.

In the two years since the first six grants were awarded, for example, the American Antiquarian Society has cataloged less than a third of its 15,000 pre-1877 holdings. The New York Historical Society had completed work on about half of its 8,545 titles.

Also running into procedural and financial snags are the 17 states and one territory that received the second batch of NEH grants in 1983.

In Iowa, about 2,500 of the 6,500 newspaper titles thought to have been published there since 1836 are safely lodged in the state historical departments in Des Moines or Iowa City, but the remaining 4,000 will have to be sought from other places, principally libraries throughout the state. Project director Nancy E. Kraft says most libraries probably have less than five titles each, making the process of collecting titles exceedingly tedious and time-consuming.

To locate the elusive titles, Kraft, an Iowa City cataloger, is planning to send researchers by car, town by town, financed by local contributions.

In Texas, Bobby D. Weaver, archivist of the Panhandle-Plains Historical Society in



Canyon, has identified the names of nearly 5,000 newspapers published since 1870. Locating copies of them will take four years and about \$80,000 in locally raised cash to supplement volunteer labor, he says. Once the papers are located, the states will face the question of which ones to preserve, or as Weaver puts it, "Is the 'Podunk Journal' more important than the 'Plunket Junket'?"

For those states farther along in the identification process, such questions are already at hand. In Maryland, for example, Christopher N. Allen, an archivist with the Maryland State Archives, says he is booked for microfilming newspapers through 1986 "except for emergencies."

Because of the shift from rag to pulp paper in the late 19th century, and the use of more acid-laden pulp after 1920, the most fragile papers may not be the oldest, says Allen, who estimates he is "looking at about six million pages of newsprint that survived and ought to be preserved." At the present pace, he predicts "it will probably take 20 years."

But like many other state project directors, Allen credits the national effort with providing "an excellent opportunity for us to see what needs to be done first."

Inquiries about the newspaper-preservation project should be addressed to Jeffrey Fields, assistant director for research resources, National Endowment for the Humanities, Old Post Office, Room 319-R, 1100 Pennsylvania Ave NW, Washington, D.C. 20506; (202) 786-0204. □

The college-level teaching of advertising is a subject of concern both to the newspaper industry and to the nation's journalism schools.

For the schools, the concern is faculty—specifically, the shortage of qualified teachers.

For newspapers, it's the curriculum—assuring that students get the message

that newspapers are an effective, dynamic advertising medium.

There are several reasons for the scarcity of qualified teachers. Probably the biggest, according to Donald G. Hileman, dean of the College of Communications at the University of Tennessee in Knoxville, is that experienced advertising people can make much more money as

professionals than as professors.

Hileman calls the recruiting of advertising faculty members "one of the major problems we face in communications education."

For an advertising professional at the age of 35 to switch careers and enter teaching, it would probably mean taking a pay cut of from 25 to 40 percent, estimates Billy I. Ross, chairman of the Communications Department at Texas Tech University in Lubbock and co-editor with Hileman of the booklet "Where Shall I Go to College to Study Advertising?"

The J-schools' faculty problem is compounded by the fact that they often have to compete not only with ad agencies but also with the marketing departments of the business schools on their own campuses. And at most universities, the business school faculty enjoys a higher pay scale than does that of the journalism school, notes R. Neale Copple, dean of the School of Journalism at the University of Nebraska at Lincoln. At his school, the differential is about \$6,000 a year.

Even if salary was not a stumbling block, educators say it still would be difficult to find professorial prospects with the desired academic credentials as well as significant professional experience. Notes Ross: "A doctorate is always preferable, a master's is a must, and a bachelor's with many years of experience would have difficulty finding a school."

Sometimes, a school finds it must take unusual steps to deal with the faculty-recruitment problem.

When it was unable to find a candidate who met all its criteria, the School of Journalism and Mass Communication at the University of Wisconsin hired an "adjunct" professor to teach advertising, reports Director James L. Hoyt. This full-time professor "teaches and teaches only," unlike a faculty member seeking tenure who must engage in such academic goals as research and publication.

At the University of Nebraska, Copple has opted for a temporary solution. With his regular five-person advertising faculty at half strength, he expects to hire nine or 10 professionals from the media and advertising agencies to teach a course or two this fall.

Other schools, like Texas Tech, are taking a long-range approach, attempting to acquire advertising faculty members with all the requisite degrees and attributes by growing their own. This requires administrators to cultivate their graduates, particularly those with master's degrees, by keeping track of their work experience and contacting them when teaching jobs become available.

Advertising on campus

Journalism schools look for qualified instructors, while newspapers seek to improve their image

BY MARGARET GENOVESE
presstime staff writer



Students at the University of Nebraska's School of Journalism paste up a newspaper ad.

Delivering newspapers' message. While journalism school administrators are worried about *who* will teach their students, some elements of the newspaper business are concerned about *what* students are being taught.

"Kids coming out of college today are primarily electronics oriented," observes Robert E. Cutler, advertising director of the Newspaper Agency Corp. in Salt Lake City, which handles advertising functions for The Deseret News and The Salt Lake Tribune.

"Electronics is show biz, and newspapers are old hat," adds Cutler, chairman of the Schools and Colleges Committee of the International Newspaper Advertising and Marketing Executives.

The head of the Advertising Division of the Association for Education in Journalism and Mass Communication takes issue with that view. Advertising students at many schools get plenty of exposure to newspaper advertising, says Elsie H. Herbert, associate professor of advertising at the School of Journalism at Louisiana State University. She points to a required retail-advertising course that involves selling ads for the LSU daily.

But James W. Carey, dean of the College of Communications at the University of Illinois, acknowledges "there may be some truth" to Cutler's claim. The situation, he theorizes, "may reflect the pattern of expenditures for national advertising and the nature of the job opportunities that are available to students, and probably to some degree what the students are interested in." Instructors' personal experience also is a factor in how much emphasis they give to newspapers.

But newspapers believe they are not getting sufficient attention in the advertising programs of journalism schools, it is at least partially their own fault for not giving more support to advertising programs in the past, contends AEJMC Executive Director Leonard W. Lanfranco. "I wish they had given the same high level of support to advertising that they had given to news-editorial," says Lanfranco, a past president of the American Academy of Advertising, the national organization of advertising educators.

However, the situation is changing, says Lanfranco, citing the activity of the INAME Foundation as an example.

Among newspaper organizations, INAME has taken the lead in attempting to inject more information about newspapers into the advertising curriculum. Through its five-year-old non-profit foundation, it has initiated a number of programs. The centerpiece has been an annual Educator Seminar, an intensive

two-day workshop conducted in New York City by Newspaper Advertising Bureau personnel.

INAME also has: mailed materials to more than 125 colleges and universities with advertising programs; commissioned the writing of a newspaper advertising course outline and then distributed it to the schools; created an hour-long "generic" newspaper speech that can be used by educators or by INAME members addressing a college audience; and co-authored, with ANPA Foundation, a booklet on "business side" internship programs, including advertising [presstime, Aug. 1984, p. 46].

The Association of Newspaper Classified Advertising Managers also has acted to improve its rapport with educators by beginning an "Educator of the Year" award.

Another indication of the increased importance being placed on advertising education by newspaper-related organizations came earlier this year in the form of a \$900,000 grant from the Knight Foundation to the School of Journalism Foundation at the University of North Carolina to establish a center for advertising stud-

ies and to endow a professorship in advertising [presstime, July 1984, p. 58].

There is a multitude of other ways by which newspapers can improve their image on campus. Among them: providing scholarships to advertising students and teaching fellowships to advertising instructors, offering both students and faculty members an opportunity to serve as advertising interns, donating equipment to advertising programs, assuring that advertising textbooks include an adequate section on newspapers, and conducting short newspaper-advertising courses.

Although some educators say newspapers are doing more than other media to reach out to the schools, newspaper advertising executives like Cutler of Salt Lake City say more needs to be done.

Like any consumers, advertising students will respond to a good sales pitch. And Texas Tech's Ross, himself a former newspaper publisher and advertising director, advises newspapers to "talk about careers, talk about the profession." Explain innovations like computerized advertising makeup, he says, and "it would not be long before students would begin thinking about newspapers as a career." □

Accrediting standards opposed

The Advertising Division of the Association for Education in Journalism and Mass Communication has gone on record opposing proposed new accrediting standards for J-schools.

Specifically, the division is against changes to redefine how much of a journalism major's coursework may be devoted to journalism, and to eliminate accreditation of specific sequences.

The two changes are among the most controversial areas of the standards proposal made by the Accrediting Council on Education in Journalism and Mass Communications. The existing standard on coursework, often referred to as the 25-75 rule, "suggests" that "about one-fourth:three-fourths" is an "equitable ratio between courses in journalism and mass communications, and courses in the arts and sciences."

The proposed new standard sets the course limits at 25-30 percent for journalism and mass communication, 60 percent for traditional arts and sciences, and 10-15 percent for all others.

Members of the Advertising Division want more flexibility for their students who want to minor or pursue a double

major in such non-liberal arts disciplines as business administration. Without sequence accreditation, members of the division fear that schools will not have any special reason to make advertising programs strong, and that prospective students will not be able to judge which sequences are strong and which are weak.

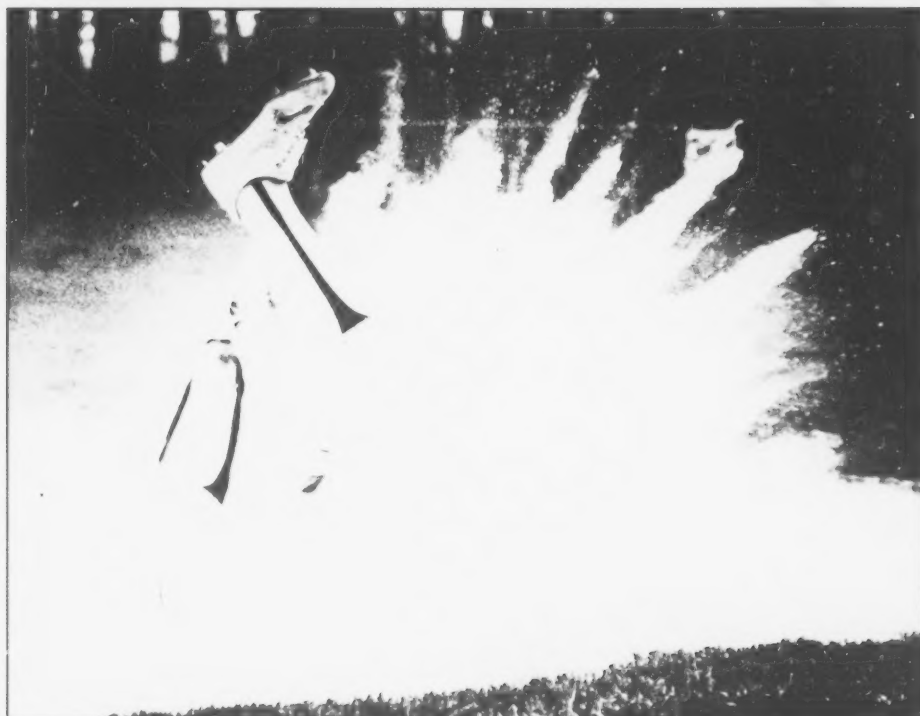
(The Public Relations Division of the journalism educators' association is opposing the new standards for similar reasons.)

The accrediting council will take final action on the new standards in October.

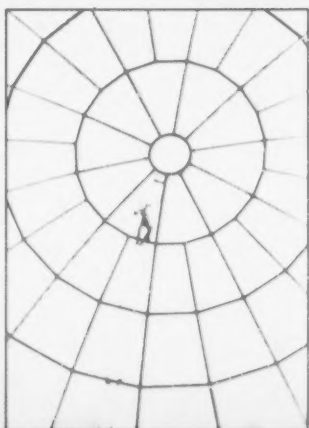
In a related development, disagreement with the 25-75 rule was a "major reason" the largest advertising program within a journalism school decided not to seek reaccreditation last year, according to Martin P. Block, chairman of the Department of Advertising at Michigan State University. The new standard would continue the same kind of "artificial restriction," he said.

According to the latest journalism school enrollment survey conducted for AEJMC, the department had 1,211 advertising majors.

Some of the best recent newspaper photos



Photographer Joe Crachiola's **Runner Bites the Dust** (top), published in The Macomb Daily, was a top feature photo winner in the Michigan Press Association contest. **Rescue Rungs** (above left) won first place in the Kentucky Press Association's spot news category for Dale Morton of The Times-Tribune of Corbin. **Seeking Shelter** (above right), by Jack Stubbs of The Ann Arbor News, was honored in the spot news category of the Michigan Press Association competition. **Spider Legs** (right) by Jim Laurie of the Las Vegas Review-Journal was given first prize for feature photos by the Nevada State Press Association.





The Weight of the World (upper left) won first place in the personalities category competition of the White House News Photographers Association. The picture was taken by Victoria Yokota of The Washington Times, who spotted the elderly priest in Rome. **Me Next** (top) by Debbie Hawley of the Laurel Leader-Call won first place in the feature photo competition of the Mississippi Press Association. Jim Fisher of the Albuquerque Journal won the best feature photo award of the New Mexico Press Association with his **Off the Beaten Track** (above). The South Carolina Press Association gave its best news photo award to Tom Spain of The (Charleston) News & Courier for **My Father's Flag** (far left), taken at the funeral of a Marine slain in Beirut. The Mississippi Press Association awarded first place in its general news photograph category to **Voting Voyeur** (left) by Duane Mawhorter of the Natchez Democrat.

READING

Despite ever-advancing electronic technologies, experts see a future for the printed word

BY JOHN A. FINLEY



Is reading becoming the art of the elite? Are we spawning generations of functionally illiterate children whose development is limited by the intellectual level of commercials and programs on television? Are the Computer Age and the Information Explosion teaming up to create a society that no longer has need for books, magazines and newspapers?

More than a few experts have examined the portents and concluded that reading has become passé, the musty remnant of antiquated technology. But others who have looked beyond the surface are optimistic about reading. The reading habit is far from dead, they say; plenty of signs indicate good health and a long life ahead.

Reading in America is defined by readership studies, book sales, circulation totals and polls that pit reading against television (and against hunting and houseplants).

These swatches of information make up a complex tapestry whose design is far from clear. The Roper Organization polls, for example, show more and more Americans getting their news from television; yet other Roper polls show that as a pastime, reading consistently dominates other leisure-time activities.

This much is certain: Public library usage is up. Book reading is up, particularly among "heavy" readers. Magazine readership is up, and the newspapers that weathered the circulation storms of the 1970s seem to have smoother sailing conditions ahead.

Among the bright patterns in the tapestry of readership, however, some would weave dark threads, indeed. In his book, *The Disappearance of Childhood*, Neil Postman said he foresees the dissolution of the printed-word culture. Children no longer need to read to learn the secrets of adulthood. The concepts of "child" and "adult" cease to have meaning.

But the late John Cheever saw no cause for such a gloomy vision. In a 1980 essay in *Parade* magazine, the Pulitzer Prize-winning author wrote:

"There seems an inclination to underestimate the general intelligence of any society, such as ours, that enjoys an unprecedented absence of tradition. One aspect of this is to claim that the intelligent reader is vanishing. This complaint is made in spite of the fact that we have, today, the most discerning and the largest number of readers in our literary history."

For the most part, the swatches of information bear Cheever out. People who read are reading more than ever. The concern is over the numbers of infrequent readers and those who don't read at all. Here, the fabric of gloom is stitched with statistics about the functionally illiterate—those who can read simple passages but cannot read or write well enough to function in modern society. The estimates for the numbers of people who fall into this category run as high as 39 million Americans 14 or older.

Futurists worry about the informational "haves" and "have-nots" of the computer age when a considerable gap already exists between readers and non-readers. Writing about functional illiteracy in the September 1981 issue of *presstime*, educator Robert M. Wilson expressed this concern:

"Even more worrisome for reading specialists—and for those, like newspaper people, whose livelihoods depend on a reading public—are the millions of people who have learned to read but choose not to do so." Wilson used the term: "aliteracy" to define



Magazines are staples at supermarket checkout counters.

Alan Topper

this problem.

Leo Bogart, who has overseen almost 25 years of readership surveys for the newspaper industry, says he believes that people are reading less today.

"I have been concerned for many years with the decline in reading skills, as shown by the educational tests, and changes in reading motivation, as reflected by what's happening to newspapers," says the general manager and executive vice president of the Newspaper Advertising Bureau. "I do think this is a major educational problem, as well as a national survival problem in the area of the economy."

Bogart adds, however, that "I don't see us as being in some sort of precipitous decline. The change in reading habits is part of a great change in communications, part of a change in lifestyle, part of a change in political morale."

Far from showing a precipitous decline in reading, the recent Book Industry Study Group, or BISG, report indicates that the proportion of "heavy" readers—those reading 26 or more books in a six-month period—has almost doubled in five years, rising from 18 percent in 1978 to 35 percent this year.

Art Seidenbaum, book editor of the *Los Angeles Times*, says he finds the BISG figures "rather gratifying and astonishing."

"What really worries me," Seidenbaum adds, "is that in our system, I don't believe it's healthy for one-third to be exquisitely educated and informed while 65 percent are not. I think that the very society we live in and by requires a large, informed audience to work at all. Our political machinery requires readers."

Reading vs. other pastimes. But are large numbers of people really not reading? The Roper surveys that pit reading against other pastimes show that from a list of about 30 activities, reading is picked most often as a hobby or leisure-time activity. It also

Finley, a former newspaper reporter, is a free-lance writer in Louisville.

Special Report

shows that the proportion of respondents listing "reading" as a hobby has remained relatively constant. The percentages were 45 in 1976, 44 in 1977 and 47 in 1984.

Still, the results of these polls may not be conclusive. The list, itself, has changed over the years as the interests of Americans have changed. Only recently were jogging, racquetball and home computers added to the list, for example, and where once there was only "pets," there now are three categories: dogs, cats and "other pets." And although reading and music are listed as hobbies or interests, television viewing is not, so this particular Roper poll gives no direct comparison between reading and television.

Another Roper study does put television and newspapers (and radio and magazines) on adversarial terms, however. And it seems to show that people are relying more on television for their news and less on newspapers.

The newspaper industry tends to discount the results of the survey because it has been conducted for the Television Information Office, which was established in 1959 by the National Association of Broadcasters, and the very first question asked in this Roper survey has come to be controversial: "First, I'd like to ask you where you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"

Critics say—among other things—that "what's going on in the world today" implies international news and also suggests the kind of spot news flashes that give the electronic media an edge. In his 1981 report, "Trends in Attitudes Toward Television and

Other Media," covering a 24-year period, Burns W. Roper devotes two pages to defending the question.

"I do not contend that this question can quantify the true news input received by the American public from each of the various media," Roper wrote. "I would contend, however, that perceptions are related to reality and that the trend of the results, with television having risen from 51 percent in 1959 to 65 percent today, while newspapers have dropped from 57 percent to 44 percent in the same time period, has significance that cannot be ignored.

Nonetheless, the claim that television is killing newspapers is "an easy out for a behind-the-times publisher," according to David Skylar, president of ADPRO, a Cleveland-based newspaper consulting firm.

"Newspapers don't compete against TV at all," Skylar wrote in the July/August 1984 issue of *The Quill*. "They compete for readers, who read, as opposed to watchers, who watch... TV hasn't been a threat to newspapers that write, rather than just cut and paste."

Changes in book publishing. Book, magazine and newspaper publishers all have been going through periods of change, and changes will continue as old audiences are redefined and new audiences are identified.

For example, Townsend W. Hoopes, president of the Association of American Publishers, says that the "tremendous popularity in formula romances" may not represent a trend in book reading so much as a simple shift of readership from "the

How one newspaper encourages reading

Apioneering community project in Kansas City using daily newspapers and volunteer, one-on-one instructors to teach illiterate adults to read is attracting attention from federal and state education officials, as well as newspapers in other cities.

The Kansas City Star and Times and their parent, Capital Cities Communications, are supporting Project Literacy by providing grant money, space for promotional ads, free newspapers, professional staff assistance, and in-kind contributions such as the preparation and printing of the teachers' manual.

"The newspaper is the natural tool for adults to learn how to read," says Joan Williams, executive director of Pan-Educational Institute, the private, non-profit educational firm that developed Project Literacy in cooperation with The Kansas City Star Co.

Because many illiterate adults have had negative experiences in school as children, the project avoids school-like terms (teachers are "facilitators") and school-like settings (sessions are held in community centers), and the daily newspaper is the sole teaching tool.

Adult students attend at least one two-hour session a week. Both instructor and

student have a newspaper, which they go through together, examining stories and clipping articles. They first search for simple words such as "stop," "are" or "big." Eventually they move on to more difficult words and phrases such as "bus stop," "United States" or "Social Security number."

Students, whose average age is 43, keep a journal of clipped articles in which they have marked the words they recognize and understand. The journal becomes a record of their reading progress as more and more words are recognized and marked.

By the end of the year, about 120 student readers and 180 volunteer instructors will be involved in Project Literacy at four community centers. A series of five, free, newspaper promotional ads outlining the project's goal of assisting some of Kansas City's 30,000 adult illiterates has done "a magnificent job" of recruiting the volunteer instructors, Williams reports.

Plans call for programs at 12 Kansas City community centers, both public and private, within three years. Capital Cities Communications has pledged \$20,000 a year for three years to help fund the project, which has become a

communitywide effort enjoying the support of numerous foundations and groups.

U.S. Department of Education and Missouri officials are closely following the project, intrigued by early success stories of adults now delighted with their new reading ability and by the relatively low cost of the project, Williams says. Newspapers elsewhere are also seeking information.

Jeffrey S. Hall, vice president for marketing and distribution of the Star Co., says the newspapers are pleased to be part of Project Literacy, which responds to a community need "and is unique and in keeping with what we do—printing and publishing a daily newspaper."

After further testing in Kansas City, the project will be packaged as a program "that can be emulated by newspapers and community groups in other cities and towns across the country," says Williams. "And it isn't that expensive when you realize that more traditional programs spend almost \$1,500 per person to teach an adult to learn to read.

"This way, with newspaper involvement, it's a lot less expensive, and the newspaper gets a reader for life," she says.

—Neil D. Swan

kind of pulp fiction that used to appear in magazines that have now died," including such publications as *Colliers* and the old *Saturday Evening Post*.

In any event, book industry analysts agree that the boom for publishers of formula romance novels apparently has peaked. The recent purchase by Harlequin of its chief competitor, Silhouette Books, has been cited as evidence of a saturation in the market.

"Romance books seem to be about to go into a harder period simply because there's so many of them," says Ginger Curwen, editor of *American Bookseller* magazine.

Oscar Dystel, who was chief executive at Bantam Books for 26 years, finds a similarly repetitive quality about books on the best-seller lists these days.

"There seems to be fewer of the unique forms of best seller than there were five to 10 years ago, because many of the best sellers today happen to be imitative," he says. "They sell well, but they don't seem to break through into 4 million, 5 million copies as books did some years back—like *The Godfather* or *Valley of the Dolls* or *Exodus* or *Jaws*."

As few as 25,000 copies sold can constitute a best seller, says Hoopes. "In general terms, a best seller would be a book that outruns its expectations. You and I agree it might sell 10,000, and then it sells 50,000 copies."

The expectations for *In Search of Excellence* certainly were modest, according to Hoopes, but it hit the 1983 best-seller list because it "struck a responsive chord in American management." Top managers became "salesmen" for the book. Large numbers were bought by companies and passed out as required reading among executives and sales personnel.

Significantly, 91 percent of the respondents in this year's Book Industry Study Group survey said that the subject of a book is their prime criterion for selecting it, up from 84 percent in the 1978 BISG study. The number of readers who mentioned the author's reputation dropped from 77 percent in 1978 to 68 percent now. Other factors include recommendations by friends or relatives, 80 percent; place on a best-seller list, 58 percent; and book-jacket copy, 70 percent.

Hoopes says that if there is a trend in book publishing, it is not towards more romance novels, but towards books with "more and more of what I would call 'time-urgent' information."

"Among the people who regularly read books, there's a desire to get all the information on a society that's in rapid change, or appears to be," Hoopes says. "My impression is that there has been a significant shift to non-fictional, relevant, informational



More than a billion materials circulated in public libraries in 1982.

books, and the computer books are a case in point."

Only a few years ago, computer books scarcely filled a single shelf in most bookstores; today, they occupy entire sections.

"Everyone with a computer needs at least four books just to help them decipher the manual," quips Curwen of *American Bookseller*.

Former Bantam CEO Dystel, who now has his own consulting firm in New York City, agrees with Hoopes' assessment about the trends in books.

"I believe that books have become far more specialized in subject coverage in the last 10 years. Also, as the fields of interest become more varied and broader, so has the coverage of books become more varied and broader."

During Dystel's tenure at Bantam, the company produced the first of the "instant books," as they have come to be known in the publishing world. It was about the Warren Commission investigation into the assassination of President John F. Kennedy. Other "instant books" followed, the most recent being the one on track star Carl Lewis, who won four gold medals at the Los Angeles Olympics.

"These books are somewhere between a magazine and a newspaper—a new dimension in communication," Dystel says.

"Instant books" also were part of a continuing revolution in

paperbacks. But Ray Walters, who recently retired as editor of *The New York Times Book Review* section, told the American Booksellers Association convention in June that the paperback revolution is over—that is, the radical innovations are past.

What is taking place now, according to Dystel, is more of an evolution—"greater and greater integration of all the forces or aspects of book publishing, such as paperback and hardcover publishing being integrated into one company. That's been going on for some years, and I believe that process is accelerating."

He also is optimistic about the end result.

"I have a general impression that people are reading more in this country. . . . Overall, the conveyance of information to the American public has become more sophisticated in every field—magazines, newspapers and books. It is sharper, more professional and has greater depth. I give the world of print communications very high marks."

Dystel's optimism about reading is pretty much borne out by the survey commissioned by BISG, a non-profit research organization backed by diverse elements of the book industry.

In addition to the finding that the proportion of "heavy" readers has almost doubled in five years, the survey reported that

Since 1970, the gap between newspaper circulation and households has widened, to the point where today the penetration figure is about .74.

while the percentage of book readers among adult Americans has remained almost constant over the past five years, their actual numbers have grown by 8 million. According to BISC, this reflects both the population increase and the advancement of the post-war baby-boom generation into the prime reading years—the 30- to 39-year-old age group.

Library usage up. Further, the study showed that 21 percent of all books are borrowed, making book reading an even more widespread activity than book sales would indicate.

Indeed, book borrowing appears to be on the rise in the public libraries. A survey of 53 U.S. libraries serving populations of 25,000 or more shows a consistent year-by-year increase in library usage from 1973 through 1982, according to Peggy Barber, spokesman for the American Library Association.

Barber says the library surveys are substantiated by two Gallup surveys. A 1975 poll indicated that 42 percent of those 18 and older had used a library in the last year. In a 1978 survey, the figure was up to 51 percent.

"The bottom line is that in 1982, there were more than 1.07 billion materials circulated in libraries," she says, "and that represents a 3-percent increase over the previous year."

There's one catch: The number of "materials" include everything circulated by libraries—not only books and periodicals but also records, paintings, films, sculpture and video cassettes, among other things. The surveys do not count books only.

Nonetheless, Barber believes that book borrowing has kept pace with the general increase in library usage.

"I personally agree with Dr. [Daniel J.] Boorstin, who has said that one technology does not replace another. We don't find the data telling us that people who watch television read less," she says. "In many cases, librarians will tell you that television helps promote reading."

Boorstin is librarian of Congress, and in an April 1982 speech, he said that history is rife with predictions that new technologies will do away with old.

"In the United States, the most technologically innovative nation in history, we have had our share of Cassandras," he said. "The obvious example in our time is the common prediction that television and the computer will displace the book, that a nation of watchers will cease to be a nation of readers."

Barber says, "I think our concern is, 'Are we developing new readers? Are kids learning to enjoy reading for the pure pleasure of it?' And that's where libraries have an extremely important role to play. Public libraries really have a mission to develop new readers."

From its surveys, the library association offers these profiles: The heavy library user is 18 to 34, college-educated, living in a household with children under 18 and a resident of the eastern part of the United States. The non-user is 50 or older, with a high school education or less, living in a household without children,

and a resident of the South or Midwest.

In other words, readers are "upscale," as the marketing people say.

New magazine titles. College educations, higher incomes, professional/managerial occupations—these are all characteristics of heavy magazine readers, according to Marvin M. Gropp, vice president and director of research for the Magazine Publishers Association.

"All of those demographics are characteristic of the medium and have been for a very long time," he adds. "I think that magazines and magazine reading tends to be concentrated at a little higher level (of demographics) than newspapers and other reading. All readers are upscale in education and income, but not quite as much as magazine readers."

Comparing 1981 and 1984 studies, Gropp found that the average number of magazines read per month by adults has increased from eight issues to nine. The average adult reader now devotes about 62 minutes to reading an issue of a magazine, up from 56 minutes in 1981, he said.

From 1950 to 1983, the net paid circulation of magazines grew by 107 per cent, according to Gropp. He sees no reason why the industry's health would take a turn for the worse.

"The general-interest kinds of magazines that were able to keep abreast or anticipate the needs of their readers—like TV Guide, Reader's Digest and to some extent, the women's interest magazines—have thrived. Some of the large, mass-circulation magazines like the old Life magazine and Look, which could not keep pace or anticipate the needs of their readers, kind of lost their reason for being and lost the franchise of the advertisers, too."

That kind of shake-out will always be a part of the industry, Gropp says, "and the really relevant magazines will continue to thrive."

"Over recent years, while a few general-interest magazines have sprung up and succeeded admirably, like People, numerically most new magazines have tended to be in more special-interest areas. They concentrate on everything from the sharply focused Skin Diver and Runner and so forth to a little broader area like science magazines."

These special interests are likely to be courted and cultivated by magazines for years to come, according to Gropp, because they provide so many opportunities for both advertisers and readers. "They allow the advertiser to home in on whatever his target is, and they allow a reader to pursue whatever interest he has in life."

Despite the proliferation of special-interest magazines in recent years, apparently most are not being badly hurt, Gropp says.

"I think more and more people seem to be wanting to read more and more, and they're going to read whatever they want to read. I think the economics, the promotion of the magazine publishers, themselves, are factors, but I don't think the sheer competition is."

Newspapers fight for readers. Competition is not something that concerns most newspapers, either—competition from other newspapers, that is.

What has concerned newspapers is that in 1970, total U.S. daily newspaper circulation fell below the number of households. Through the succeeding years, the gap between circulation and households has widened, to the point where today the penetration figure is about .74 and declining. Newspaper audience figures—the percentage of adults who "read a weekday



American Library Association

The public branch library in Chicago's Chinatown is heavily used by children as well as adults.

newspaper yesterday"—also was sliding over the past two decades, but appears to have stabilized at about 66 percent for the past two years, according to NAB's Bogart.

Daily circulation, after peaking in 1973 at 63,147,280, slipped for a few years before beginning a slow climb back. In 1983, it reached 62,644,603.

Bogart wrote in the January 1980 issue of *presstime* that daily and Sunday newspapers could expect to be selling about a fifth more copies of an average issue in 1990. Even that growth can be surpassed, he added, "if more transient and occasional readers can be converted to a regular everyday pattern."

His outlook today is not that optimistic.

"It is quite clear to me that I would have to revise that," he says of his 1980 prediction. "I think that the opportunity is there, but it's obvious that we are not going to meet that goal. I would be very satisfied to see a 10-percent growth between now and 1990, since we failed to grow in the interim."

He remains convinced, however, that the two "positive forces" that favored increased readership in 1980 are still in effect today: "the maturing of the population and the entry of more and more people into the age group at which stable families exist and responsibilities are held that require a constant flow of information"; and "the steadily increasing level of educational achievement, which is also related to reading."

At the same time, he continues, "all of the forces that have worked together to reduce readership are still very much with us." And these, according to Bogart, include:

- Political disenchantment, "which is translated into a dislike for bad news and a dislike for news, as such"

- The "deterioration of our cities and the movement of people out of cities to areas where the metropolitan paper has less appeal"

- The "habituation of many young people to a quick dose of news bulletins on television or radio rather than through the medium of the newspaper."

- The problems newspapers have "in reaching an increasingly mobile population, where home delivery becomes less of an option." These kinds of problems and others were addressed through the six-year, \$5-million Newspaper Readership Project, which by its conclusion last year had produced a wealth of materials and ideas for promotion and circulation.

Bogart wrote in his 1981 book, *Press and Public*, that readership surveys have consistently failed to support a policy of chasing would-be readers with format and content changes.

Where newspapers need to get their act together, he wrote in his book, is in improving their distribution systems and in selling themselves. People need to be sold on what a good deal newspapers are, and newspapers are not doing that, he said.

Bogart wrote that newspapers need to develop specific approaches to women, to blacks, to Hispanics. And, he continued, "an even more significant target for the newspaper industry's attention" is the 30 percent of the adult American population under 30.

"To attract young readers, it is not enough to add a rock music column," Bogart wrote. "Young people are more critical than older ones of newspapers' editorial posture and also of their editorial performance. Newspapers have the greatest chances of success with them if they perform very well their traditional

Special Report

functions of reporting and explaining the world in which they will be living and working."

Competition for attention, time. Concern about the young is almost universal among those who worry about reading in the United States.

The BISG report said that for those 16 to 21, book reading has declined to 63 percent from 75 percent five years ago.

B. Stuart Tolley, vice president and director of research for the Newspaper Advertising Bureau, cautions that normal statistical errors can account for such changes, however.

The BISG survey results are based on 1,961 interviews, a legitimate-enough sample size. But Tolley notes that any potential sampling error can increase by a matter of several whole percentage points when one attempts to draw conclusions based on the replies of a portion of the total sample—the 16 to 21 age group portion, for example. (BISG did not release a figure for the potential sampling error.)

Tolley says he doesn't think the demographics of newspaper readership have changed much over the past 20 years. If anything,

he says, readership hasn't slipped so much among the young as it seems to have in the middle-age group.

"If you look at the level of reading at 45 to 65, compared to those same age people in 1970, there is a greater proportional drop" than among the young. Then again, the "differences are small and may be due to a sampling error," Tolley says.

The "bottom-line" folks—the industry analysts who advise investors about where to put their money and where not to put it—tend to discount the importance of surveys.

"We're leery of what people tell pollsters," says Bruce Thorp, newspaper analyst with Lynch, Jones & Ryan. "We've been telling people, especially those who are not all that familiar with the communications industry, that newspapers are a very time-tested means of communicating information, both editorial and advertising. . . .

"We think that newspapers are going to be around for a very long time, and there's nothing we see in the works right now that will truly jeopardize their place in our society. That doesn't mean they will look the same, because already we've seen wholesale changes both in the appearance of newspapers and in the way

Newspapers are involved in a variety of reading projects

Besides the Kansas City project (see story, p. 20) and the ANPA Foundation-guided Newspaper in Education program, here are some other reading-related activities in which newspapers or newspaper-related organizations are involved:

- Two South Carolina papers—The State in Columbia and The Greenville News—carry a vocabulary lesson once a week during the school year. "Know Your Words" was produced in 1981 by the state Department of Education in cooperation with NIE personnel at South Carolina newspapers. The series of 78 camera-ready lessons was made available to all newspapers in the state.

- The Washington Post sponsors the SUCCESS in Reading and Writing Program in the District of Columbia public schools. The program uses a variety of materials, including newspapers, to teach reading and writing to students in pre-kindergarten through sixth grade, as well as to adults. The Post pays for supplies and teacher training sessions. It also pays the salary of the program's director and provides newspapers at a discount. Participation by teachers is voluntary. Last year, 134 teachers in 54 schools participated. The method also was used at three adult education centers.

- Jacksonville Publishing Co., publisher of The Florida Times-Union and Jacksonville Journal, provides administrative support for Focus on Literacy Development. FOLD, founded in

1976 by Jacksonville Publishing and the Junior League of Jacksonville, is an umbrella organization of community organizations and individuals working to improve literacy in Duval County. Its goal is to promote community awareness of the problem of illiteracy and of the efforts being made to fight it.

- The Journal Co., publisher of the Milwaukee Journal and Sentinel, recently became a contributor to the Laubach Literacy Center in Milwaukee. Several company staffers are volunteer tutors at the center, and an appeal for additional tutors was made through the company's in-house newspaper.

- The Gannett Foundation awarded a \$73,000 grant to Literacy Volunteers of America Inc. for publication and distribution of materials on how to use daily newspapers to teach reading to adult illiterates [presstime, March 1984, p. 39].

- Gannett Foundation also gave \$70,000 to launch a pilot before- and after-school program this month at two public elementary schools in Wilmington, Del., where Gannett Co. publishes The Morning News and Evening Journal. Reading is one of the topics emphasized in the Latchkey Program, operated by the Red Clay Consolidated School District.

- The Cincinnati Post has teamed up with Rothenberg Elementary School in the Cincinnati Business Committee's Partners in Education program. Last year, the first year of the partnership, 26 newsroom employees volunteered to work with teachers at the inner-city

school whose students have the lowest achievement scores in the city. The majority of the volunteers did one-on-one tutoring in reading and other subjects.

The amount of time employees spend off the job is left up to the individual employee and his or her department head.

- The Northeast Mississippi Daily Journal in Tupelo recently saw its model reading program adopted statewide. In 1977, the newspaper pledged \$100,000 a year for 10 years to place reading aides in all first-grade classrooms in rural Lee County [presstime, Sept. 1981, p. 6]. The program was so successful in raising students' reading scores that the state Legislature in 1982 decided to fund an assistant teacher for every public first-, second- and third-grade class in the state. The Mississippi Reading Improvement Program began being phased in last year in first-grade classes.

- The International Newspaper Promotion Association recently developed materials for newspapers to use to promote the so-called "Reading Compact" method of improving reading speed and comprehension. The materials include information about this reading-improvement method as well as camera-ready print ads, radio spots and billboard layouts.

Other newspapers have announced plans to begin involvement in local reading programs and several state press associations are involved in literacy programs on the state level.

—Margaret Genovese

they do business."

As for the prediction that people will one day read their news off of television screens, Thorp comments:

"We tell people that we're not at all sure the concept of an electronic newspaper is ever going to develop in a very complete way. It's hard for us to imagine someone sitting down in front of a screen and calling up information in any kind of way that even approaches the efficiency of the daily newspaper."

Nevertheless, Thorp is one person who believes that "people are pretty clearly reading less" of everything today than they were 10 or 20 years ago and that television is just one of the things that has cut into their reading time.

"People are facing a shortage of time," he says, "and it's not just television. It's jogging, for example. You go out and jog for a half hour in the morning, and that's a half hour you can't spend on your newspaper."

In a 1978 ANPA News Research Report titled "Non-Readers: Why They Don't Read," Paula M. Poindexter reported that "lack of time" is the reason people give most often for not reading a newspaper. Yet profiles of dedicated readers show that they not

only find time to read newspapers, they find time to watch television, read books and magazines, belong to community organizations, follow politics closely, and participate in hobbies and other leisure-time activities.

That view is not shared by Postman, the author of *The Disappearance of Childhood* who is professor of media ecology at New York University. He maintains that the decline in reading has nothing to do with competition for time but is a matter of no longer needing to read to become an adult.

He said in his book that because "reading makes it possible to enter a non-observed and abstract world of knowledge, it creates a split between those who cannot read and those who can. Reading is the scourge of childhood because, in a sense, it creates adulthood."

To become an adult in a literate world, he wrote, "implies having access to cultural secrets codified in unnatural symbols"—that is, in writing. "In a literate world children must become adults. But in a nonliterate world there is no need to distinguish sharply between the child and the adult, for there are few secrets, and the culture does not need to provide training in how to understand itself."

Television has stripped adulthood of its secrets and laid them bare to all viewers, regardless of age, Postman said. The electronic media have "wrested" control of information from the home and school.

Television erodes the dividing line between childhood and adulthood in three ways, according to Postman. It requires no instruction to grasp its form, it makes no complex demands on either mind or behavior, and it does not segregate its audience.

"With the assistance of other, electric, nonprint media, television recreates the conditions of communication that existed in the fourteenth and fifteenth centuries."

Roy Peter Clark, associate director of the Poynter Institute for Media Studies in St. Petersburg, tells this story of the effect of television in his own home.

"I was born in 1948 in New York City and always had a television in my house and watched a lot of TV, but I must say that television was pretty tame in the '50s, and I felt a strong need and desire to read to find out things I wanted to know about the world. I couldn't find them out from watching television, so I had to go to books."

Clark remembers finishing *The Last Hurrah* in the eighth grade, "holding it in my hand and feeling, 'Now I'm an adult... Now I'm ready to enter the adult world,' and I put the Hardy Boys behind me. I was ready for *The Catcher in the Rye*."

"I've tried and tried, now, to get my children to share in the same adventure, and they act—and other children seem to act—as though it were kind of beside the point."

But John Cheever wrote that the "obsolescence of the intelligent reader" has been "widely acclaimed and lamented" since the 1830s, with the invention of a photographic process by Louis Jacques Daguerre.

"The lamentations of the 1830s might be thought to have some present-day culmination in a scene where the thoughtful reader lets the book slip from his hand as he watches a fourth-rate soap opera on television; but in my opinion, any novelist who can't lure a reader away from a bad soap opera is wasting his time."

"The vast difference in attention strata appealed to by a visual dramatization on television and the words on a page is well known to us all. How absurd to think them competitive. The poet or storyteller who feels that he is competing with a superb double play in the World Series is a lost man. One would not want as a reader a man who did not appreciate the finesse of a double play."

Mary Wahlgemuth, Milwaukee Journal and Sentinel

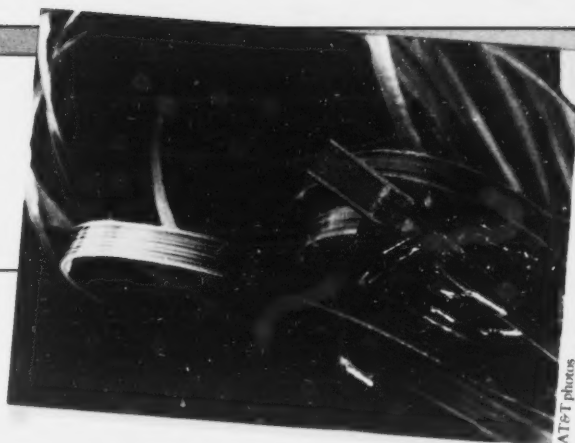


Milwaukee Journal copy editor Evans Kirkby (left), volunteer tutor at the Laubach Literacy Center, works with student John Nash.

Fiber Optics

Rapidly expanding technology promises to make huge inroads as telecommunications medium

BY PAUL KRUGLINSKI
presstime technical writer



Newspapers are watching and waiting as fiber optics, the advanced voice- and data-transmission process, is pulsating its way into new communications applications. Although the newspaper industry's use of fiber optics so far has been limited to data transmission between central offices and remote production plants, the high-speed capability and proven reliability of this new technology offer the potential of various applications for newspaper operations.

According to Kathleen Criner, ANPA director/telecommunications affairs, and AT&T engineers, fiber optics can provide quicker, more reliable links to replace cross-country or cross-town microwave systems, or, in the office, to replace existing cable or copper-wire connections between computers, terminals, telephones and other electronic devices. It can modernize existing communications ties by replacing tangles of fat cables while eliminating worries about thunderstorm interference and the possibility of wiretapping.

Three new projects are the focus of close attention as proving grounds for the evolving technology:

- Pacific Bell says there is extensive international interest in the firm's Olympic Project, a telecommunications system for the Olympic Games that included a 343-mile fiber-optics network for transmitting scores and other detailed sports information to users, including the media.

- Several telephone carriers, notably MCI Communications, are leasing easements along railroad tracks for the underground installation of optical-fiber telecommunications systems. Use of existing rail rights-of-way offers potential for the rapid growth of a whole new network of inter-city telecommunications.

- The Federal Communications Commission recently authorized the construction of TAT-8, a transatlantic communications cable that will employ fiber optics and greatly increase transmission capacity.

Several technologies. Fiber optics is actually a combination of several technologies, principally lasers, glass fiber, analog conversion and digital transmission. The optical-fiber telecommunications process, in rudimentary form, involves converting analog electronic signals—a voice over a telephone—into a digital format—the ones and zeros of the binary computer code.

Controlled by equipment known as “primary multiplexers” or “channel banks,” a laser then converts the ones into minute particles of light and the zeros into non-areas of light that are conveyed through a strand of pliable, glassier glass [presstime, Nov. 1980, p. 39].

Enormous volumes of information may be transmitted simultaneously over a single optical fiber and then, at the receiving end, deciphered and relayed to the appropriate destination. In the case of telephone conversations, the digitized light is reconstructed into an analog format. A single strand of optical fiber can handle as many as 6,000 telephone conversations simultaneously.

“Also, optics can carry video signals as well, so you can offer integrated data, voice and broadband video,” ANPA’s Criner points out. “Pacific Telesis has proposed building a coaxial-fiber system in Palo Alto, Calif., part of which will be used to provide cable services.”

The concept behind fiber optics is not new. Nearly 30 years ago, researchers proposed using a glass medium as a conduit to transport light that represented information. During the mid-1960s, research in fiber optics began in earnest. By 1977, the first human voice was publicly transmitted by way of optical fiber.

Since then, the technology has been making quantum leaps as a data-transmission medium. AT&T reports that the amount of optical fiber it shipped to its divisions and to other telecommunications carriers ballooned from less than 4,000 miles in 1980 to about 200,000 miles last year.

Several technological advances have al-

lowed fiber optics to make greater inroads into telecommunications.

The material used in the manufacture of the optical-fiber strands is much purer today than that of a few years ago. It has been said that a 12-mile-thick block of the raw material from which the fiber is made would appear as thin as a window pane to someone standing in front of it. This purity means that repeaters—the light amplifiers preventing a signal from dwindling into garble—can now be placed at greater intervals.

Experimentally, AT&T has been able to send data nearly 100 miles before a repeater is needed to amplify it.

The lasers used to create the light/non-light digital data have undergone substantial improvement, too. Lasers made of gallium arsenide have been miniaturized to widths equal to the diameters of the hair-thin glass fibers. These new lasers are capable of creating light impulses at a rate of 2 billion per second.

Also, improvements in the digital transmission have allowed processing of more information more quickly.

However, fiber optics is still in need of improvements in some areas.

For instance, Criner points out that linking homes with fiber optics is not now considered economical.

“Another major drawback to fiber has been the inability to come up with an effective splicing process,” she says.

However, GTE has developed what it calls its elastomeric splice, using a quartz tube, that it says has eliminated many of the problems of fusion splicing.

Newspaper uses. The latest advances will ultimately allow TAT-8 to transmit 280 million bits of data per second between North America and Europe.

“Fiber optics has become looked upon as having practical application in telecommunications,” says Richard G. Atkins, director of communications at the Associated Press. “It’s reached maturity.” However, Atkins said the wire service has



not firmed up any plans as yet to use the transatlantic fiber-optics cable.

But in its current newspaper application of linking downtown offices with remote printing plants, fiber optics is winning rave reviews.

The Edmonton (Alberta) Journal was the first newspaper to employ fiber optics in this regard. The system was installed about two years ago and operated successfully for about a year, when management decided to deliver negatives by motor vehicle to the remote plant because of problems with equipment unrelated to the fiber link.

The only other North American newspaper known to be using fiber optics is The Bakersfield Californian. The technology is used to link the downtown office with a new remote printing site seven miles away.

"Fiber optics is more consistent and speedier" than microwave, says Jerry K. Stanners, the paper's chief executive officer. "We're very pleased with its performance."

It allows the paper not only to send completed pages to its News-Scan laser film exposure unit at the remote plant but also to relay telephone calls and computer data between the two buildings. Thus, one telephone and computer system serves two separate sites. The local telephone company installed and maintains the system.

Regarding other media applications,



Typically, 12 hair-thin glass fibers comprise one ribbon (far left), and 12 ribbons make up one optical cable (center). Lasers (right) produce the light that represents data and that is ferried along the optical cable.

perhaps the most ambitious optical-fiber endeavor to date was AT&T's Olympic Project, the telecommunications optical network that connected the numerous and widely scattered Southern California playing sites for the recent Summer Games.

The optical-cable itself consisted of 144 glass strands capable of carrying 240,000 simultaneous conversations, transmitting graphics and allowing more than 2,000 "electronic message terminals" to interact with each other. It was the most expansive local-area network using fiber optics yet constructed.

Steven R. Copoloff, district manager for 1984 Olympics/engineering and operations, says analog communications technology served the 1976 Montreal Olympics well. But because of the geographic spread of the events, he says, analog technology would not have been adequate for the telecommunications demands at the Los Angeles Games.

With the optical-fiber system, reporters had "access to instantaneous information on the athletes and the results" through a network of terminals displaying the optically transmitted information, he says. There also were electronic message boards to help editors keep in touch with roving reporters. It was "a paperless environment" in which to gather news, notes Copoloff.

Besides linking remote sites, optical-fiber technology holds promise for newspapers as a data-transmission medium for smaller local area networks serving an office building initially and ultimately linking several buildings in dif-

ferent locations.

Hence, the thin fibers will allow newspapers to interconnect more equipment within their offices and production plants. Newspapers' increasingly sophisticated operations could be optically connected to avoid the too-common tangle of coaxial cables laid hodge-podge in ceilings and floors.

Down the road, fiber optics promises even greater breakthroughs for the newspaper business.

Researchers are investigating the possibility of using faster optical conductors as replacements for the silicon chips. Others say that as newspapers move toward electronic darkroom and remote color separation technologies, they will find fiber optics a natural adjunct to these advances.

Pacific Bell's Copoloff predicts that optical fiber will connect almost every household in the nation by the end of the century, possibly providing a single conduit for telephone, videotex, television, and even shopping and banking services. Nippon Telegraph & Telephone Public Corp. is making similar predictions for linking up Japanese homes with fibers.

Clearly, the telecommunications firms are betting heavily that fiber optics is the future for telecommunications.

AT&T, MCI, GTE, ITT and other North American firms own 50 percent of the transatlantic TAT-8 project, and all of these firms are also developing new fiber-optics networks—including the loops following the railroad tracks—that are providing additional, alternative links between cities.

One very possible result of all this activity is that communication satellites may become obsolete, researchers for the firms say. Some experts are saying that by the late-1990s, no more communications satellites will be placed into orbit because there will be ample ground communications via fiber optics cable. Atkins, Copoloff and others say that fiber optics is so cheap and dependable that using satellites won't be cost effective or practical. □

Paddy Sherman

A sensible sort of fellow who nonetheless takes risks



BY CLARK NEWSOM
presstime staff writer

Mountaineer. Scuba diver. Author. Journalist. Opera lover. World traveler. Member of the Explorers Club of New York City. Former pilot. Political analyst.

Meet Paddy Sherman, 56-year-old publisher of *The Citizen* in Ottawa.

Sherman, who was born in England, did not set out to be a journalist. "I wanted to go into the diplomatic service" there, he says, but World War II interfered with his plans. At 17, he joined the British Navy.

After a couple of years in the service, he got into the newspaper business "by accident" while working at a "terribly boring" job in a government taxation office in Newport, Monmouthshire (now part of Wales), when he was asked by the publisher of the South Wales *Argus* whether he would like to work at the paper as a "student" reporter.

There were no journalism schools in England then, Sherman notes, and the profession was learned over a four-year period by working, apprentice-like, with older journalists. Sherman had been recommended to the publisher by the headmaster of his grammar school, the equivalent of high school in the United States.

Sherman says he was surprised to learn that the headmaster had characterized him as "cheeky," because he thought of himself as shy.

He later worked as a reporter and copy editor at daily newspapers in Yorkshire and Leeds.

In 1952, he and his wife decided they "wanted more space" and moved several thousand miles away to Vancouver, British Columbia, where he landed a job on *The Sun*, then a locally owned paper. Six months later, he joined the competition—*The Province*, a Southam Inc.-owned newspaper in Vancouver.

He covered the legislature in Victoria, the provincial capital, for eight years before being promoted in 1965 to editor-in-chief of *The Province*. Sherman was named publisher in 1972. He took over the *Citizen* for Southam in 1982.

Many of Sherman's friends were surprised that he accepted the job in Ottawa, which is less accessible to many of the outdoor activities he enjoys. The reason he did, he says, was because he felt an obligation to be in Canada's capital in a time of "changes in our political system. Changes in the economy . . . and a new constitution which may lead to legal changes."

"As a reporter and publisher, Paddy has great instincts for government affairs," says E. Paul Wilson, vice president/marketing for the Toronto-based Southam group.

Wilson, who was advertising director at *The Province* when Sherman served as editor there, adds, "He's a very cultured guy." One of Sherman's hobbies is collecting opera recordings.

Richard H. Leonard, editor of *The Milwaukee Journal*, notes that Sherman is "a good guy to be with. He makes pertinent observations. He's very direct . . . gets right to the point." Leonard is chairman of the executive board of the London-based International Press Institute, in which Sherman is active as chairman of the Canadian section.

W. O. Heine, who retired last May as editor of *The London (Ontario) Free Press* and who also has been active in IPI, says of Sherman, "What appeals to most people is his winning personality. Another thing is, he's so damn sensible. It's the good sense of his directness."

The compactly built and soft-spoken Sherman, a former vice president of the Alpine Club of Canada, graduated to mountain climbing from "rock climbing in Britain" as a youth.

He has climbed the Andes in Chile and Argentina, as well as mountains in East Africa and Alaska. He helped reorganize a mountain rescue group in British Columbia and was one of the few to see the wreckage of a four-engine Air Canada North Star that disappeared in the coastal mountains of British Columbia in the mid-1950s. "I was involved as a newspaperman and as a mountaineer," he says. It

took six months to find the isolated wreckage in which more than 60 people perished.

Sherman got into scuba diving in 1970 after building a cottage on Galiano Island, between Vancouver Island and the mainland. "Some of the best diving in the world is there," he says. He has since dived in the Caribbean Sea, off Australia's Great Barrier Reef, in Hawaiian waters and in the Indian Ocean.

Sherman's interests are reflected in the books he reads—and writes. His first book, published in 1965, was *Cloud Walkers*, about Canadian mountain climbing. In 1966 he wrote *Bennett*, about W.A.C. Bennett, the late premier of British Columbia. In 1981 he wrote *Expeditions to Nowhere*, which focuses on his own mountain climbing experiences around the world.

He does not have a book planned "at the moment" but would like to write about political matters. Sherman, who also is chairman of Southam News, a private newsgathering organization for the Southam newspapers, says he finds it harder to write about such matters now that he's "away from the firing line," no longer a reporter able to devote his full-time attention to political affairs.

Naturally, the writer is a reader, as he believes everyone in the newspaper business must be. One of his pet peeves is "journalists who tend to think themselves literate because they read their own paper and *Time* magazine" and never crack a book.

Generally, however, reading habits and trends appear quite healthy in Canada, he says.

Sales of books and magazines, and library usage, have risen while, "at the same time, there has been a dropping off in television-watching by people of better education." The circulation of *The Citizen* (183,898) is "growing steadily," he notes.

Sherman and his wife, Maureen, have four grown children—three daughters and a son. □

Will the Old Journalism of Despair give way to the New Journalism of Hope?

BY ALLEN H. NEUHARTH

There is a rising tide of public opinion that claims the press is distorting the public's view of life across the United States.

Ben Wattenberg, who makes a living charting the moods and demographics of the nation, is writing a book called *The Good News is the Bad News is Wrong*. He says that Americans have never had it so good, but a totally different image—one of despair and failure—comes from a daily dose of newspapers and television.

Wattenberg puts it this way: "The problem of the media in the modern world is not that they don't get their stories right, but that too often they miss the right stories."

He says the media suffer from a bad-news bias, and he says most news judgments are determined by three criteria:

1. Bad news is big news.
2. Good news is no news.
3. Good news is bad news.

Wattenberg is not the only person waking up to this message.

Wes Gallagher, the no-nonsense, widely respected former general manager of the Associated Press, spoke recently to some key AP executives. He made this penetrating observation:

"The average reader or listener is earning a decent wage, has a satisfactory family life, is proud of his children and what he has accomplished. He is also proud of his country. He has come to feel that somehow what he reads and sees is threatening his way of life and he resents it."

Gallagher is quick to point out that it is not good news vs. bad news; that is a misnomer anyway. One person's blizzard is another person's ski trip.

It is the constant negative tone that is getting the public down on the press and paves the way for demagogues on the left

and right to rally people against the press to further their own causes.

What some readers think we have lost is our sense of balance or perspective.

Americans on the whole are not negative. If anything, they are growing more positive. Recent polls, for example, suggest the mood of the public is brighter than it has been in years.

Or consider this recent statement by Horace Busby, once an advisor to Lyndon Johnson: "What I have begun to hear in this decade is a wonderful chorus of celebration. Americans are newly proud of their country, they like their work, they feel good about themselves . . . a miracle is occurring before our eyes. We are becoming a new people."

Our challenge as men and women news professionals is to give the public a truer, clearer image of itself.

Very frankly, I am not sure all newspaper and broadcast people really care about this goal. We must re-examine the whole tone and attitude of the information business. We must concern ourselves with our philosophy and our purpose—as well as our profits.

The issue boils down to this: Whether we in the media are going to continue to practice the Old Journalism of Despair or a New Journalism of Hope.

The Old Journalism of Despair is a technique of usually leaving readers or viewers or listeners discouraged or mad or indignant.

The New Journalism of Hope is the technique that chronicles fairly the good and the bad, and leaves readers fully informed to judge what deserves their attention and/or support.

Gannett has launched a little experiment in the journalism of hope that we modestly refer to as The Nation's News-



Allen H. Neuharth

paper. In less than two years, USA Today has gained the attention of not only readers and advertisers, but marketing experts as well.

As the first general-interest national daily newspaper, USA Today has broken industry circulation records. No other newspaper has grown so fast in such a short time. For the first quarter of 1984, USA Today averaged a daily net paid circulation of more than 1.3 million, making it the third-largest newspaper in the country, behind only

The Wall Street Journal and the New York Daily News—two newspapers that have been around 95 and 65 years, respectively.

USA Today has become what many people call the most talked about newspaper in the country. We think that's primarily because it reflects the good as well as the bad, the glad as well as the sad—of what's happening daily across the USA.

And isn't that what media mirrors should reflect?

Think about it. Look into your own lives and those of your families. Is life all despair and monotony? Are we always either mad or indignant or both? Do we expect our news to come only with a depressing angle? We all know that is not true for most of us. But even if it were, is it the role of newspapers or broadcast stations to help us wallow in it—or to help

We must be sensitive to the need for our newspapers and broadcast stations to truly mirror society, man and woman, black and white, young and old, the good and the bad, the glad and the sad. This will help restore public respect and confidence in the press.

If we do that, we will not only preserve our freedom of the press, but we will deserve it also—and all Americans will benefit.

Neuharth, a former chairman and president of ANPA, is chairman and chief executive officer of Gannett Co. This article is adapted and expanded from his remarks June 21 in Cleveland before the National Federation of Press Women.

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- ☐ Increases editing and production efficiency with accurate copy and headline fitting features
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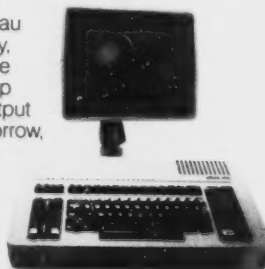
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REGULATIONS

FCC's lifting of ownership limit affects few newspaper firms

Don't expect newspapers to go on a broadcast station buying spree Sept. 8. That's the day when the Federal Communications Commission ruling increasing the number of commercial radio stations a single owner can hold takes effect.

Only three newspaper-related firms currently are at the FCC's limits for radio station ownership.

It might be a different story, however, if the FCC were to lift its limits on commercial TV station holdings, as it recently proposed to do. Sixteen newspaper-related companies currently are at the FCC's limits on TV station ownership, and many are reported eager to acquire new TV outlets. But the commission has now postponed any change in the television-ownership limit.

The on-again, off-again story of the FCC's broadcast-ownership rules began July 26 when the commission voted to raise its current limits of seven AM radio stations, seven FM radio stations and seven television stations (no more than five of which may be VHF stations) to 12 of each (with no restrictions on the number of VHF stations), and to abolish the limits in 1990 [*presstime*, Oct. 1983, p. 23].

However, under congressional pressure, the commission two weeks later postponed raising the TV ceiling until April 1, 1985, at the earliest.

One of the major questions in the debate over the ruling is the effect it would have on the major television networks.

Supporters, including FCC Chairman Mark S. Fowler, believe lifting the limits could create programming competition for the three networks from large group owners of TV stations.

But critics, among them the Motion Picture Association of America, argue that it would give the networks too much power. They point out that with ABC, CBS and NBC now owning five big-city VHF stations apiece, each network already has stations with signals capable of reaching 20 percent of the national TV audience.

Other opponents contend the TV rule change could price small businesses and

minorities out of the TV market if station prices escalate due to bidding wars.

Newspaper analyst John E. Morton, who tracks 14 publicly owned newspaper companies, does not believe a newspaper rush for more radio ownership is coming. "As evidenced by the fact that only one of these companies [Gannett Co. Inc.] has a full complement of radio stations now, I don't think you will see any of these com-

Newspaper companies at the limits

According to an analysis of a list published July 30 in *Broadcasting* magazine, the following newspaper-related companies are at one of the FCC's broadcast ownership limits or will be when announced acquisitions are finalized:

Allbritton Communications Co., five VHF TV stations; Belo Broadcasting Corp., five VHF TV stations; Bonneville International Corp., Salt Lake City, seven FM radio stations; Capital Cities Communications Inc., seven TV stations; Cox Communications Inc., seven FM radio stations, seven TV stations; Forum Publishing Co., Fargo, N.D., five VHF TV stations; Gannett Broadcasting Group, seven AM radio stations, seven FM radio stations, six TV stations—five of which are VHF.

Also, Gaylord Broadcasting Co., Oklahoma City, seven TV stations; Gillett Group Inc., Nashville, five VHF TV stations; Hearst Broadcasting Group, five VHF TV stations; Knight-Ridder Broadcasting Inc., six TV stations—five of which are VHF; Meredith Broadcasting Group, Des Moines, seven TV stations; Park Communications Co., Ithaca, N.Y., seven AM radio stations, seven FM radio stations, seven TV stations; Pulitzer Publishing Co., seven TV stations; Scripps-Howard Broadcasting Co., seven TV stations; and Times Mirror Co., seven TV stations.

panies rushing out to buy radio stations as a result of this. They haven't been rushing out to buy them in the past," Morton observed.

However, "television is another matter," said the Washington, D.C.-based analyst for the brokerage firm of Lynch, Jones & Ryan.

Most of the companies Morton follows have suggested that they would be among those seeking television station purchases if the limits are lifted, he said.

Television stations are "a lot more attractive" than radio stations for most newspaper companies, he explained. Television stations are less competitive, offer greater profit opportunities and are "more stable" businesses.

Park Communications Co., a publicly held newspaper company not tracked by Morton, is reportedly the only firm in the country to own the maximum number of all three types of broadcast properties. President Roy H. Park said his company "may be looking at some radio stations, if some good properties come our way."

If the TV limit is lifted, he added, "we will certainly be seeking to acquire some TV stations" in markets ranging between the 40th and 80th largest in the country.

The FCC eventually will change its TV station ownership limits, predicted analyst John S. Reidy, but probably not by increasing the number of stations that can be owned.

"We fully expect that the FCC, after its consultation with key members of the House and Senate, will issue a new rule-making (limit) early next year, probably based on a percentage of total market reached," said Reidy, vice president of the New York City brokerage firm Drexel Burnham Lambert. He said he expects the single-ownership cap to be in the area of 25 to 30 percent of total national market reached.

Limiting the share of the total TV audience to which one owner has access had been the mechanism advocated by FCC Commissioner Mimi Weyforth Dawson, the only one of the five commissioners to vote against the rule change as originally outlined.

—Margaret Genovese

EPA levies fines for ink PCBs

The U.S. Environmental Protection Agency is seeking fines totaling \$457,500 from pigment manufacturer Magruder Color Co. Inc. and a Magruder subsidiary for alleged violations of the Toxic Substances Control Act.

EPA's administrative complaint charges the companies with 148 counts of unlawfully manufacturing, processing, distributing, labeling and disposing of polychlorinated biphenyls, EPA's New York regional office announced Aug. 10.

The action stems from the discovery of PCB-contaminated yellow ink at the San Jose (Calif.) Mercury News. The source of the contamination was traced by EPA through two California ink manufacturers to pigment supplier Magruder. Although the EPA investigation focused on the San Jose incident, at least two dozen other newspapers also found they had PCB-tainted yellow ink. The contaminant in the ink was dichlorobiphenyl.

EPA also issued a notice of non-compliance to one of the two ink manufacturers involved in the San Jose incident, Cal/Ink of Berkeley, Calif., but did not levy a fine. Cal/Ink is a division of Flint Ink Corp.

The second ink company, United States Printing Inc. of San Leandro, had an exemption allowing it to exceed EPA's limits for PCBs, according to a spokesman in EPA's San Francisco regional office.

In a statement also issued Aug. 10 through its New York City public relations firm, Magruder said that, "as a small business," it was "surprised and disappointed at this harsh action by the EPA." It said it would "continue discussing the matter" with EPA officials and is "hopeful of a reasonable resolution." The company said the large number of charges against it is "a multiple" of the number of pigment batches that EPA says it produced with PCBs above allowable limits.

An EPA spokesman said the agency expects to have a "settlement conference" with Magruder. The conference, requested by Magruder, would give the manufacturer a chance to discuss the charges against it and could result in modification in the size of the penalty, the spokesman said.

At Flint Ink, Secretary-Treasurer Thomas W. Clarke said his company has received the non-compliance notice from EPA and will respond to its request for information on steps taken to prevent a recurrence of the contamination.

In announcing its action against Magruder, EPA said its officials inspected

Magruder's Elizabeth, N.J., plant as well as a plant of its subsidiary company, Indol, in Carteret, N.J., and determined that PCBs "were an unwanted byproduct of the manufacturing and processing operations" at both locations.

Random sampling conducted by EPA of other pigment manufacturers in various parts of the country found no other incidents of PCB contamination, EPA said.

Meanwhile, California's Division of Occupational Safety and Health completed its inspection of another California newspaper and found only "traces" of PCBs in ink there. The Daily Review in

Hayward had requested the inspection to assure its employees that working conditions were safe after some PCB-tainted yellow ink was discovered and removed.

According to agency spokeswoman DiAnne H. Deinstein, the greatest amounts of PCBs found at the Hayward newspaper were 3 parts per million in black ink, 2 ppm in yellow ink and 4 ppm in red ink. Those levels are well within new federal regulations for inadvertently generated PCBs, which allow a maximum of 250 ppm of dichlorobiphenyl at any one time, and an annual average of 125 ppm [presstime, Aug. 1984, p. 37]. □

Black ink study urged again

A second review panel has approved a proposal that the National Toxicology Program test black newsprint ink for possible cancer-causing effects.

The NTP Board of Scientific Counselors Aug. 16 recommended that a composite sample of various brands of black letterpress inks and a composite sample of black offset inks be tested.

The recommendation from that group of non-governmental scientists differed somewhat from the earlier recommendation by NTP's Chemical Evaluation Committee, composed of scientists from each of the federal regulatory and research agencies in the NTP [presstime, Dec. 1983, p. 20]. That committee had recommended tests be conducted on more samples—offset and letterpress ink obtained from the four major manufacturers

of black newsprint ink and also on two major components of the inks.

The NTP Executive Committee will consider both recommendations when it decides whether to test black ink. A meeting is scheduled Oct. 16.

The National Institute for Occupational Safety and Health had nominated the inks and their components for NTP testing. □

FTC issues policy on ad claims

The Federal Trade Commission has unanimously adopted a policy statement on the substantiation of advertising claims.

The commission July 27 reaffirmed that it expects advertisers to have a "reasonable basis" for making claims about their products. It adopted three "refinements" in how it enforces that policy:

- It will seek substantiation from individual companies whose advertising it is investigating, rather than probing entire industries [presstime, May 1984, p. 50]. Unlike the previous "rounds," individual requests for substantiation will not be made public.

- In determining how much evidence is adequate to back up a claim, it will balance the amount of damage that could be caused to consumers if a claim turned out to be false against the benefits to consumers if it were true.

- In certain cases, it will consider substantiating evidence developed after a claim was made. □

Texas lawyer assumes top OSHA post

Robert A. Rowland was sworn in July 23 as the new head of the U.S. Occupational Safety and Health Administration. He received a "recess appointment" to the post, which means that his nomination will have to be resubmitted to the Senate in the next session of Congress.

Rowland, 52, was chairman of the Occupational Safety and Health Review Commission. Prior to government service, he practiced law in Austin, Texas. He replaces former OSHA head Thorne G. Auchter, who resigned in March to return to private business [presstime, April 1984, p. 40]. □

LEGISLATION

Panel OKs FOIA exemption

Legislation to exempt certain CIA operational files from the search and review requirements of the Freedom of Information Act has been approved by a second House committee and now is ready for action by the House of Representatives. A similar bill already has passed the Senate.

The proposed Central Intelligence Agency Information Act is intended to give the CIA administrative relief from searching for and reviewing files for information that would be exempt from disclosure under the FOIA anyway. Eliminating the need to search for unreleaseable information should speed processing of valid FOIA petitions, the CIA has said.

The Government Information Subcommittee added several amendments to HR 5164 before it was approved July 31 by the full Government Operations Committee.

One would require the CIA to issue a semi-annual public report for two years on how it is complying with the measure. That action was in keeping with a recommendation by ANPA that Congress should exercise "skeptical oversight" over how the CIA administers the measure if it is enacted [presstime, June 1984, p. 36].

Another amendment says the federal Privacy Act could not be used to deny FOIA requests. The amendment, which would overturn regulations of the Department of Justice and the Office of Management and Budget, relates to information held by other government agencies as well as by the CIA. ANPA protested last year when OMB proposed its rule [presstime, Nov. 1983, p. 14].

The bill was previously approved by the House Permanent Select Committee on Intelligence.

Information Subcommittee Chairman Glenn English (D-Okla.) has indicated his panel will not approve legislation similar to S 774, the major FOIA bill passed last year by the Senate and opposed by press groups. But his staff in late August was drafting new legislation that could incorporate some of the less controversial provisions of S 774.

Among them is a provision to notify a business of any FOIA request for information the business had previously submitted to the government with the understanding it was protected from disclosure under FOIA's exemption for trade

secrets and other privileged information.

ANPA is in favor of such business notice proposals.

Also on the FOIA front, news organizations won a small measure of recognition from another House committee that lawsuits challenging denials of FOIA requests deserve expedited action in federal courts.

Before approving a bill that would eliminate most existing civil court calendar

priorities, including the existing priority for FOIA cases, the House Judiciary Committee added an amendment giving the FOIA as an example of the kind of case that should receive expedited treatment if the facts justify it [presstime, July 1984, p. 52]. The bill is expected to be considered by the House by mid-September. It is unclear, however, whether the Senate will act before the Congress adjourns. □

Resolution seeks election-day restraint

Legislation is moving through Congress that calls upon broadcast and other news media to refrain voluntarily from "characterizing" or projecting the results of an election before all polls close.

The non-binding resolution, H Con Res 321, was approved by the Senate Commerce Committee Aug. 8. It passed the House June 26.

The resolution also addresses "exit polling" by urging the news media, including professional and trade organizations, to adopt voluntary guidelines assuring that information obtained by interviewing people after they have voted is not used to project election results before the polls close. □

'Insider trading' measure signed

President Reagan Aug. 10 signed into law the new "insider trading" measure that stiffens rules for people who deal with sensitive financial market information before public disclosure.

The measure also includes stronger penalties for violating the law.

Senate sources said the bill is not intended to expand prosecution beyond previous law.

But some media interests are concerned that journalists could be endangered by language specifying liability when "communicating" certain information [presstime, Aug. 1984, p. 38].

ANPA in late August was analyzing implications of the new law. □

STATE AND LOCAL

Virginia and Idaho newspapers oppose state tax revisions

Revenue-hungry states looking for ways to fill their coffers continue to involve newspapers in their search for potential additions to the tax base.

But unlike newspapers in some places that are fending off new legislation, Virginia and Idaho papers are facing reinterpretations of old laws.

Moreover, newspapers are not the primary targets. In Virginia, they would be affected peripherally by a new regulation aimed at the advertising industry. In Idaho, newspapers are caught up in an 11th hour legislative maneuver that an

official of the Idaho Press Association branded an "accident."

The Virginia Department of Taxation is considering an administrative proposal to extend the state's 4-cent sales tax to production costs for advertising. Under the proposal, newspapers would be taxed only for special production costs related to advertising such as "additional charges for color, special effects, or special photographic techniques. . . ."

The Virginia Press Association testified at an Aug. 16 hearing of the Virginia Department of Taxation that these costs

were for services, not products, and therefore should not be subject to the sales tax. Speaking for VPA, Frank Nanney, publisher of The Enterprise of South Hill, called the proposed tax "especially inappropriate and short-sighted" because "it actually has a negative affect on retail sales which benefit the Virginia economy and gross sales tax revenues of the state."

Also testifying against the proposed regulation were an array of local groups, including the Virginia Association of Broadcasters and Virginia Retail Merchants Association, as well as local representatives from national organizations including the American Advertising Federation, American Association of Advertising Agencies and Outdoor Advertising Association of America.

A departmental decision on whether to push for the proposed interpretation of the law is expected this fall, with any new regulations scheduled to go into effect in 1985.

If the change is implemented, opponents are considering a court challenge or an appeal to the legislature.

In Idaho, a last-minute change in a bill raising the sales tax from 3 cents to 4 cents also dropped from 15 cents to 11 cents the minimum sale for which the tax is collected.

This brought most Idaho newspapers under the sales tax for the first time. Newspapers had been exempt because the difference between the price of each paper minus the cost of delivery had been less than 15 cents.

Most papers would not be excluded by the 11-cent minimum sale price, said Bob D. Hall, executive director of the Idaho Press Association. He estimates that the annual cost of the tax to Idaho newspapers to be about three quarters of a million dollars.

The new minimum, added without debate by the legislators, was buried in the flood of bills that passed in the final days of the state's 1984 legislative session. This particular item was not discovered by newspapers until after the bill had been signed by the governor, and it was too late for them to object.

Because the Idaho Legislature cannot consider changing the law until it reconvenes in January 1985, the state press association is looking into a court challenge.

In the interim, the press association is advising member newspapers to abide by the law by paying the tax.

Hall said there was no intent on the part of the legislature to include newspapers under sales taxes. "We've been had by a twist of fate," he said, calling it a "tax by accident." □

COURTS

Favorable story about judge disrupts case against paper

The 1st U.S. Circuit Court of Appeals said a judge who issued nominal damages in an antitrust case against The Providence Journal Co. should have excused himself from the case because the newspaper published a flattering story about him. Another District Court judge will now decide matters relating to damages and legal fees.

Home Placement Service Inc. had sued the Journal Co. for not accepting classified advertising that offered, for a fee, a list of rental properties. The Journal Co., which previously won a similar case filed by a company called Homefinders of America, lost an appeal of the Home Placement decision. The U.S. Supreme Court refused to hear the case, which was sent back to the District Court for a determination of damages and fees [presstime, April 1983, p. 12].

Bruce M. Selya of the U.S. District Court in Providence received the case on remand, although he was not the original trial judge. On Nov. 10, 1983, Selya awarded damages of \$3 to Home Placement.

Three days later, The Providence Journal ran a story on Selya's home, noted for its architecture and the manner in which it has been refurbished. The piece mentioned highlights of Selya's and his wife's careers.

Home Placement Dec. 19 asked Selya to remove himself from the case because

of the article, but he refused to do so Dec. 21. The next day, Dec. 22, Selya went on to order that the newspaper company pay \$36,575 in attorney's fees.

The newspaper had asked to do the story on Selya's home years before Selya became a judge, but he declined to be interviewed on the basis of privacy, according to court documents. The newspaper again asked for an interview after Selya took his position on the bench, and he granted the request. "I felt that I had given up a large measure of my privacy, that I was not in a position to deny the interview request," Selya explained in court documents.

Publication of the story and Selya's involvement in the classified advertising case was a coincidence, said Edward F. Hindle, an attorney for the newspaper. "Unfortunately," he said, "it was one of those cases where the left hand didn't know what the right hand was doing" within the newspaper organization.

The appeals court said, "We have no doubt that Judge Selya decided the issues on this case impartially." But "we are compelled to find that factual grounds existed for a reasonable person to doubt his impartiality" when deciding on the damages issue.

The court also said that under the circumstances, federal law and the Code of Judicial Conduct required Selya to disqualify himself. □

COURT BRIEFS

- A federal appeals court has allowed Stock Market Magazine to **continue publishing** pending appeal of a lower court order that it cease publication.

The Securities and Exchange Commission filed suit against the magazine, charging that the publication is an investment advisor operating without a license. The SEC rules are vague and the commission's enforcement action oversteps First Amendment rights.

The U.S. District Court in

Washington, D.C., sided with the SEC and issued a summary judgment against the magazine. The U.S. Court of Appeals, District of Columbia Circuit, Aug. 13 lifted that decision until it hears merits of the case.

- Trial will begin Nov. 20 in U.S. District Court, Los Angeles, in an **antitrust suit** filed by Sports Eye newspaper against the Daily Racing Form and the Hollywood Park race track in Southern California.

Among other things, Sports Eye contends that the Racing Form and Hollywood Park have conspired to prevent Sports Eye from procuring information at the track. The defendants deny the allegations.

- The U.S. Postal Service said it will appeal to the 6th Circuit a judge's decision that a Tennessee **free-circulation weekly** newspaper can take advantage of second-class, in-county postal rates [presstime, Aug. 1984, p. 35].

Canada's preprint mail service draws publishers' ire

As newspaper publishers in the United States battle to curtail the loss of pre-printed advertising to third-class mail, a similar challenge may be taking shape in Canada.

Some Canadian publishers are concerned about heightened efforts of Canada Post to attract direct-mail advertising. They say the postal service, a Crown corporation, is using public tax dollars to take preprinted ad insert business away from newspapers by making it cost-effective to distribute preprints through the mail.

"They are using our own money to fight against us," said Michel Matteau, publisher of *L'Hebdo du Saint-Maurice*, a weekly in Shawinigan, Quebec. He added, "We are losing money. We are losing business" to Admail, Canada Post's equivalent to U.S. third-class, bulk-delivery service.

Roger D. Landry, publisher of *La Presse* of Montreal and president of the Quebec Association of Daily Newspapers, said Canada Post's competition is "completely disloyal."

Admail so far has cut into some newspapers' revenue from grocery store preprints. It involves mailing single, unaddressed preprints in bulk quantities.

As yet there is no shared-mail service resembling "marriage mail" in the United States, in which two or more advertising preprints are united in the same low-cost mail package.

Admail prices range from 5 to 7.5 cents (Canadian) per piece, depending on quantity and level of presorting, said Canada Post spokesman Laszlo Szabo. The minimum U.S. third-class rate is 7.4 cents for pieces weighing up to 3.91 ounces. A first-class stamp in Canada costs 32 cents (Canadian); it costs 29 cents in the United States.

Szabo said Admail is helping the mail system comply with the three federal mandates established in 1981 when Canada Post became a Crown corporation: to become financially self-sufficient by the Canadian fiscal year beginning April 1, 1986, to improve general mail service and to develop good postal labor relations.

Szabo said that Admail is a profit-making service that allows Canada Post to meet advertisers' demands for target-marketing of their messages. And, he added, it

is helping to improve postal labor relations in that carriers receive 1.7 cents above their normal paychecks for each advertising circular they deliver.

The Canadian postal system, Szabo said, has been delivering advertising mail since the turn of the century, but most of the growth in the unaddressed, bulk-mail category has taken place in the last 10 years. Over the past two years alone, he said, Admail has grown about 20 percent. Last year Canada Post delivered 1.6 billion pieces of unaddressed advertising mail.

The U.S. Postal Service said last year it delivered 16.7 billion pieces of third-class

mail presorted to a carrier route. That represented a 21.5-percent increase from the previous year.

Matteau said Canadian publishers will "fight very hard" against the Admail threat, although there is little that can be changed before the Sept. 4 national elections. He said he intended to raise the issue with Prime Minister John N. Turner and challenger Brian Mulroney, arguing that Admail is "against what we expect of our government in North America."

Mulroney has told some publishers he agreed with their concerns over Admail.

—C. David Rambo

Who are the decision-makers for

Setting postal rates is a complicated process involving decisions on sophisticated economic theory as well as more intangible, social considerations. Yet members of the two bodies that make the decisions—the Postal Rate Commission and the governors of the Postal Service itself—are largely anonymous.

Here is a roster of each of these groups.

Postal Board of Governors, which proposes new rates to the Postal Rate Commission:

- Chairman John R. McKean of San Francisco, president of John R. McKean Certified Public Accountants. Term expires December 1991.

- Vice Chairman Frieda Waldman of Montclair, Calif., administrator of the Forest Day School. Term expires December 1992.

- David E. Babcock of St. Louis, management consultant and former chairman of the board of May Department Stores Co. Term expires December 1988.

- George W. Camp of Atlanta, former regional director of the U.S. Postal Service Customer Services Department, Southern regional office in Memphis. Term expires December 1985.

- Ruth O. Peters of Arlington, Va., former director of the Office of Postmaster Selection in the USPS Employee and Labor Relations Group. Term expires December 1987.

- John L. Ryan of Indianapolis, president and chief executive officer of Dean Brothers Pumps Inc. Former chairman of

the Postal Rate Commission, 1971-73. Term expires December 1989.

- William J. Sullivan of Bangor, Maine, vice chancellor and treasurer of the University of Maine. Former USPS director of planning, 1969-71. Term expires December 1984.

- Peter E. Voss of Canton, Ohio, president and chief executive officer of Northeastern Inc., a diversified engineering, metal-processing equipment and power transmission systems firm, and chairman of the board of Decisions Systems Inc., a management consulting firm. Term expires December 1990.

(Postmaster William F. Bolger, who said he will retire the end of this year, and Deputy Postmaster General James Finch serve as members of the Board of Governors but do not have voting rights in rate cases and in certain other matters.)

Postal Rate Commission, an independent body that passes judgment on the governors' requests and may propose an entirely different set of new rates (it currently is deliberating testimony in the pending rate case and must render a decision by Sept. 10):

- Chairman Janet D. Steiger of Washington, D.C., author, scholar and consultant. Widow of the late Rep. William A. Steiger (R-Wis.). Term expires October 1986.

- Vice Chairman John W. Crutcher of Alexandria, Va., former lieutenant governor and state senator of Kansas and for-

Appropriation OKd

House and Senate conferees Aug. 9 agreed on an \$801-million "revenue foregone" appropriation. It would allow rates for newspapers mailed in-county—and for newspapers mailing fewer than 5,000 copies outside the county—to remain at current levels, at least until the pending rate case is decided, postal experts say. □

Correction

A report in the August 1984 issue (p. 40) incorrectly stated that ANPA's proposal for a new third-class postage rate in the current postal rate case is the highest rate proposed by any party for pieces weighing less than 1 ounce. The Association's proposal, with some exceptions, is the highest for pieces weighing more than one ounce. *Presstime* regrets the error. □

postal rates?

mer presidential campaign aide to Ronald Reagan. Term expires October 1986.

- James H. Duffy of Bethesda, Md., former secretary for the majority of the U.S. Senate. Term expires November 1984.

- Simeon M. Bright of Keyser, W. Va., former special assistant to the assistant postmaster general for personnel and former real estate executive. Term expires October 1988 assuming Senate confirmation of his December 1983 reappointment to the commission; without Senate confirmation, term expires the end of the current congressional session.

- Henry R. Folsom of Arlington, Va., former consultant and adjunct professor in the Urban Affairs and Public Policy Department of the University of Delaware. Term expires October 1988.

Ex parte rules prohibit lobbying of Postal Rate Commission members.

There are rules restricting access to governors from the time the rate commission issues its decision until the governors act on the recommendation. During that period, the governors are not supposed to "receive oral communications relevant to the merits of the proceeding from any interested person." Written communications are allowed, but they should not exceed 15 pages in length. They are encouraged to be submitted no later than 10 days after the commission issues its recommended decision.

The ANPA Legal Department can provide further details. □

Shedding more light on ad readership

BY GUIDO H. STEMPEL III

In our June column we reported news readership results from a study conducted by the Newspaper Advertising Bureau as part of the Newspaper Readership Project. Now the bureau has released a new report of the advertising readership results from that same 1982 nationwide study in which 1,979 randomly selected adults were interviewed.

The study reports that the average newspaper ad was read by 16 percent of the respondents. Readership varied considerably, however, with the size of the ad. Twelve percent read the average quarter-page ad, while 44 percent read the average full-page ad. National ads had slightly higher readership than retail ads.

Color doubled readership, with the average readership being 31 percent for ads with color and 15 percent for black-and-white ads.

The study also offers an answer to the age-old left-hand page vs. right-hand page question. The answer: It doesn't make any difference.

Readership does vary considerably by product category, with supermarket ads the clear leader with 36-percent average readership.

These results are reported in "Newspaper Pages, Ads & Readers," available from NAB, 1180 Avenue of the Americas, New York, N.Y. 10036.

...

Editorial pages are healthier than ever. That's the conclusion of Professor Ernest C. Hynds of the School of Journalism and Mass Communication at the University of Georgia. He repeated last year a survey on editorial pages that he had made in 1975. He sent a questionnaire to the editor or editorial page editor of one-fourth of the country's daily newspapers. They were selected randomly. In 1975, 51 percent responded; last year, 45 percent responded.

Stempel is a distinguished professor of journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.



Guido H. Stempel III

He found that more space is being devoted to editorial-page materials than was in 1975. Almost 44 percent of the editors said their paper is running an op-ed page at least once a week, compared with 30 percent in 1975.

Two-thirds of the editors said they thought readership of the editorial page was greater than it was in 1975, and only 2 percent said they thought it was less.

Hynds found a substantial shift in how editors view columnists. James Kilpatrick is still considered the best conservative columnist, but George Will has replaced William F. Buckley Jr. as No. 2. Ellen Goodman and David Broder are considered the best liberal columnists. The leaders in that category in 1975 were Jack Anderson and Joseph Kraft. Art Buchwald is still the top humorist, but he was picked by only 44 percent this time, compared with 77 percent in 1975.

Hynds's findings will be reported in the Autumn 1984 Journalism Quarterly.

...

Ever since the *Richmond Newspapers Inc. v. Virginia* decision was announced by the Supreme Court four years ago, there has been a debate over whether it really means there is a right of access to news.

Roy V. Leeper of the School of Communications at Northwest Missouri State University provides rather convincing evidence that there is such a right in an article that will appear in the Autumn 1984 Journalism Quarterly.

Leeper arrived at this conclusion by analyzing in some depth the various opinions in *Richmond* and then looking at five other recent cases in which access was an issue.

He found that eight of the nine Supreme Court justices have supported the idea of a right of access in other cases. Only Justice William Rehnquist has steadfastly refused to recognize a right of access. While *Richmond* dealt with the right to report trials, Leeper concludes that at least four of the justices clearly support a wider right of access to news than that. □

Pentagon accepts plan to ensure news coverage of operations

The Pentagon has agreed to implement a military-civilian panel's recommendations designed to ensure news coverage of U.S. military operations "to the maximum degree possible consistent with mission security and the safety of U.S. forces."

New initiatives by the Pentagon will include creation of a rotating pool of experienced reporters whose members could be called at a moment's notice to cover military operations. Further, the Pentagon will name a new, permanent committee of distinguished journalists to advise the secretary of defense on media matters.

Secretary of Defense Caspar Weinberger Aug. 23 ordered implementation of recommendations of the Sidle Panel on Media-Military Relations. The panel was appointed in the wake of media protests over the barring of reporters from the scene for more than two days of the U.S. invasion of Grenada last October.

The report and Weinberger's action drew praise from media representatives.

The panel noted that its own statement of principle on military coverage to the "maximum degree possible . . ." is "generally consistent" with "A Statement of Principle on Press Access to Military Operations," issued Jan. 10 by ANPA and nine other media organizations [*presstime*, Feb. 1984, p. 34].

The panel headed by retired Army Maj. Gen. Winant Sidle said when a press pool is needed in the early stages of a military operation, advance planning should provide "for the largest possible press pool that is practical and (should) minimize the length of time the pool will be necessary before 'full coverage' is feasible."

In response to questions, a spokesman said the Pentagon will designate the rotating pool of physically fit reporters from news organizations that agree "the security of our mission and the safety of our forces" are paramount. The pool would be assembled in secrecy.

The 14-member Sidle panel made it clear media access to military operations should hinge on voluntary compliance by reporters with the military's security guidelines. The guidelines should be as few as possible and should be worked out during the planning process for each operation, it added, and reporters violating the guidelines should be barred from further

Recommendations call for news coverage 'to the maximum degree possible . . .'

coverage of the operation.

It also recommended in its 17-page report that future military operations planning should provide for the equipment, transportation and communications needs of the media, although media "communications must not interfere with combat and combat support operations."

Weinberger directed Michael I. Burch, the top Pentagon information official, "to take the necessary steps to implement those portions of the final report which meet the panel's criteria of providing maximum news media coverage of U.S. military operations consistent with military security and the safety of U.S. forces."

"I will form a panel of eminent journalists and former war correspondents to advise me on the best ways to meet those objectives," the defense secretary said in a prepared statement.

The group will be a permanent Secretary of Defense Media Advisory Committee, he said. The Washington Post reported the committee might include journalists who were assembled by Weinberger for media-relations consultations earlier this year [*presstime*, June 1984, p. 45].

ANPA Chairman and President Richard J. V. Johnson, president of the Houston Chronicle, and American Society of Newspaper Editors President Richard Smyser, editor of The Oak Ridger in Oak Ridge, Tenn., issued a joint statement:

"We commend the secretary of defense on his release of the views and recommendations of the military-media relations panel. . . . The panel's study—after the government's denial of early press access to U.S. forces in and around Grenada last fall—was exhaustive and productive. We hope and expect that many of its rec-

ommendations for improved media-military relations will be implemented.

"We particularly commend the secretary of defense on the several initiatives he has begun in reaction to the panel's report," said Johnson and Smyser. "It is quite clear that success of those initiatives will require special cooperation and effort on the part of the press, and we pledge that ANPA and ASNE will do their part."

"It is the American people's right to be an informed citizenry which will benefit most from proper news coverage of the activities of the men and women of America's armed forces," the joint statement said.

Panel Chairman Sidle, in a cover letter to Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff and the official who appointed the group, said the panel members agreed not to address the question of "so-called First Amendment rights" which had been raised by some members of the media disturbed by the Grenada situation.

"This is an extremely gray area and the panel felt that it was a matter for the legal profession and the courts and that we were not qualified to provide a judgment," Sidle wrote Vessey.

He also noted that the panel was not asked for "our assessment of media handling at Grenada. . . . However, we do feel that had our recommendations been 'in place' and fully considered at the time of Grenada, there might have been no need to create our panel."

His letter said, "There is no doubt that the news organization representatives who appeared before us fully recognized their responsibilities, (but) we feel we should state emphatically that reporters and editors alike must exercise responsibility in covering military operations."

But the general's letter concluded: "It goes without saying, of course, that the military also has a concurrent responsibility, that of making it possible for the media to provide (comprehensive, intelligent and objective) coverage."

Single copies of both the Sidle panel's report and Secretary Weinberger's statement are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C., 20041.

—Neil D. Swan

Black journalists' group expands, marks milestones at conference

In the first year a black candidate made a serious bid for the presidential nomination of a major political party, the National Association of Black Journalists passed several milestones at its 9th annual conference.

At the Aug. 16-19 meeting in Atlanta, the group more than doubled its membership to what NABJ President Mervin Aubespain called "600 and still counting," played host to a record number of more than 25 job recruiters and attracted broad media attention for the first time.

The conference provided two major opportunities, said Aubespain, beginning his second year as the organization's president. "More white decision makers than at any other convention" had a chance to meet with black journalists, and black journalists who had been "under fire from many quarters, both black and white," could discuss common concerns.

"I realized there were some things I really hadn't understood before," said A.M. Rosenthal, executive editor of The New York Times: that sometimes news judgments are made "that exclude coverage of some black news, even though there is no bias or exclusion intended."

Rosenthal was part of a panel on "Blacks and International Coverage" that also included Laurence G. O'Donnell, associate editor of The Wall Street Journal, Alvin Shuster, foreign editor of the Los Angeles Times, and Raymond Nunn, Atlanta bureau chief of ABC News.

Dominating the conference were issues surrounding the presidential election.

More than 900 heard Jesse Jackson, the keynote speaker, urge the inclusion of more minorities in policy-making positions in the campaign of Democratic presidential nominee Walter F. Mondale and more attention to minority issues during the campaign.

In an emotionally charged session, many journalists challenged Washington Post reporter Milton Coleman's decision to quote anti-Semitic remarks Jackson made privately during the primaries. Coleman defended his reporting as good journalism, saying black journalists should not be put in the position of answering the question: "Are you a black first or a journalist first? Which side are you on?"

"There is a lot of seething going on (among black journalists)," said NABJ Secretary Paula Walker, explaining why sessions on "Coping in the Newsroom" were so crowded. "People are having to explain themselves so much," said Walker, who is director of community services and news manager at WFAA-TV, the ABC affiliate in Dallas.

At the end of the meeting, Aubespain expressed satisfaction that NABJ's objectives—to increase minority employment and promotions and to gain "more balanced coverage of the black and brown experience here and abroad"—had been advanced by the conference. "My ultimate hope is the industry will do what is just and right and put us out of business," said the reporter for The Courier-Journal in Louisville. □

New book provides inside stories on top investigations

A new book published by Investigative Reporters & Editors Inc. describes the background and preparation of 91 stories that were submitted for the organization's annual investigative reporting contest for 1983.

Also included in *The IRE Book. Summaries of Many Top Investigations from 1983* is information regarding some of the other 315 contest entries.

Items on each selected piece or series were prepared by contest participants using forms submitted with their entries.

Included are a synopsis of each investigative project, how it was launched, documents and people used as resources, major findings, advice to reporters planning similar projects, and an appraisal of the difficulty or "uniqueness of effort or other circumstances related to this project."

For example, the book offers this "series synopsis" for a project undertaken by the Palouse Empire News in Pullman, Wash.: "A large local church, after battling with the city over zoning laws, proposed three members for four city council positions and a candidate for a school board position. Before this, the church's extensive behind-the-scenes political machinations had been unknown to the community. Our story brought out this rather delicate subject and made it a campaign issue." Among major findings was a conclusion that the church was a "previously unknown political force in the community."

Another example was The Baltimore Sun's series on a multi-million-dollar plan to burn the city's sewage sludge at a privately owned incinerator. The story originated when the city hall reporter attended hearings on possible sludge-disposal alternatives "but found that they provided him with more questions than answers. He also heard rumors about questionable activities between city and business officials relating to sludge."

The 98-page book is available for \$10 plus \$1.50 postage from IRE, P.O. Box 838, Columbia, Mo. 65205. □

Minorities story reprint

The special report on minorities has been reprinted from the August issue of *presstime*. Up to 25 copies are available without charge on request to the ANPA Public Affairs Department at The Newspaper Center. □

'Bubble Boy's' mother thanks media

The mother of David, the Houston "Bubble Boy" who died in February at the age of 12, has expressed her gratitude to the media for their sensitive coverage of her son's heart-rending life—and death. The media in Houston and across the country voluntarily and unanimously refrained from using David's last name to protect him and his family from the full glare of public attention.

At her first public appearance Aug. 7 at the Texas Daily Newspaper Association's summer meeting in Marble Falls, Texas, David's mother, Carol Ann (last name still withheld), said her son was nine years old before he realized the world regarded him as a celebrity who lived tragically

isolated in a germ-free, plastic bubble.

"There are two sides to David's story," she said. "The side that David never made a mud pie, never kissed his mother or climbed a tree. The other side of David's story was that he was alive, well and healthy."

"For the most part, that was the story the press decided to tell the readers about. That was lovely and beautiful, and it endeared the public to my son. They were able to develop an affection for David because of the side of the story the press did, in fact, decide to display."

Before his death from heart failure, David was the oldest survivor of Severe Combined Immune Deficiency. □

'Smart dummies' fit copy

Dumming pages at most newspapers is more art than science. Using a technique unchanged for years, editors sketch on paper the headlines, type and photos as they want the composing room to place them on the page. It's imprecise, involving guesswork by the editors as to the actual space needed for the various elements of the camera-ready page.

Because of that, editors frequently spend considerable time making sure they have enough wire-service shorts to fill the holes under their too-short stories. Or they must edit copy and cut lines, or whole paragraphs, from stories that come up too long in the composing room.

However, that fairly typical situation no longer exists at the Ocala (Fla.) Star-Banner, one of the few newspapers using a methodical, precise system for dumming pages.

Star-Banner editors use what they call "smart dummy" to plot the newspaper's columns exactly as they want them composed. The system is unusual in that all measurements are in lines of type instead of inches or picas.

The 37,909-circulation evening paper produces its body copy in 8½-point type on 10-point leading, so each line of the smart dummy represents a depth of 10 points.

Editors know exactly how many lines of type are needed to fill a news hole on a given page. And the newspaper's Atex front-end system provides an exact line count of each story prior to composition.

Smart dummy is the collective brainchild of Data Processing Manager Michael W. Maguire, News Editor Jay G. McKenzie, Assistant News Editor Marc Jump and Assistant Production Director Randy Dyal. The group conceived the idea in the fall of 1982, when Louis Silverstein, assistant managing editor and corporate art director of The New York Times Co., and his assistant, Robert Pelletier, were aiding in the redesign of the Times Co.-owned newspaper.

The group designed new paste-up grid sheets that are ruled horizontally in 10-point lines. "We also ruled (the grid sheets) vertically for all of our standard configurations—6-column, 5-column, 9-column and a special combination of one wide and four narrow columns," Maguire said.

The smart dummies are precise scale models of the grid sheets. "We also included (on the dummy) useful information on column-width formats for non-



Smart dummy developers (from left) McKenzie, Dyal and Jump, with Maguire reclining.

standard measures and locators for section headings and the fold," he said.

"And then came the 'newsruler,'" Maguire said. He described it as "a specially designed layout ruler calibrated to match the dummies and scaled in picas and inches, too, for easy horizontal measuring of graphics and column widths." With the ruler, measurements in inches and picas can be converted easily to corresponding line calibrations on the grid sheet.

The result of the smart dummy system, Maguire said, is "the establishment of common reference points for everyone involved in page construction, reliable standards for element spacing and, combined with easy-to-use system formats, total editing control prior to typesetting."

For instance, the advertising is placed in its allotted paste-up space, and the hairline separating the ad from the copy is drawn at the nearest calibration on the grid sheet.

Maguire and News Editor McKenzie said smart dummy has provided faster and better page makeup. "It has given us very unusual consistency in our layout" and "has aided the paste-up process," Maguire said.

"It's taken the handcuffs off of us in terms of putting out the newspaper," said

McKenzie. "We can relate what we see on the screen to the dummy. It's accurate 100 percent of the time. And we produce the whole paper on deadline."

According to Publisher W. Paul Brooks, smart dummy enabled the paper to eliminate the need for three new editorial positions.

Because of smart dummy, there are two differences that set the Ocala Star-Banner's composing room apart from most others: There is no longer an overset box, and editors are seldom seen there. "We don't need a composing room editor," said McKenzie. "Smart dummy is our composing room editor." —Paul Kruglinski

Design workshop set

Critiques, high technology, maps and charts, and industry trends will be among the topics at the Society of Newspaper Design's annual workshop Oct. 11-13 at the Westin Hotel in Toronto.

Registration is \$175 for society members, \$200 for non-members. For more information, contact Pat Kelly, SND executive secretary, at The Newspaper Center in Reston, Va.; (703) 620-1083. □

598 papers now conducting NIE projects

The number of U.S. daily newspapers with Newspaper in Education programs continues to grow.

According to the latest survey by ANPA Foundation and the International Newspaper Promotion Association, 598 daily newspaper operations reported having NIE programs in 1983, compared with 567 in 1981, 471 in 1979, and 321 in 1976 [presstime, Sept. 1981, p. 20]. A total of 1,069 newspapers responded to the latest survey.

As has been the case in previous surveys, when non-NIE newspapers were asked why they did not have a program, the most common responses were a lack of staff to handle the NIE responsibility and a lack of funds.

Of the newspapers with NIE programs, 88 percent said they have at least one full-time staff person assigned to NIE (although some may also have other responsibilities). Sixty percent reported their NIE budgets were under \$10,000 a year.

Once again, the survey analysis projected continued growth in the number of NIE programs and predicted that NIE administrators probably will have to do as much or more than they have in the past—and with tighter budgets. □

Election teaching aid tabloid is available

ANPA Foundation and its Newspaper in Education program have published "Elections 1984," an eight-page, camera-ready tabloid supplement designed to help secondary school students make informed choices about the upcoming presidential elections.

"Students who work with this program," said Manager/Education Services Linda B. Skover, "will learn to use the newspaper as a primary resource tool—as the place to turn for information about the campaign, the election and the coverage that both receive in the daily press."

The package—which can run ROP or as a supplement, or can be used as a handout at schools—includes a number of activities for students, plus background information and instructions for teachers.

To order, send a check for \$20 made out to ANPA Foundation to the Foundation at The Newspaper Center. □



Michael Wilson

In Gainesville, Fla., at the Aug. 5-8 convention of the Association for Education in Journalism and Mass Communication, new AEJMC President Douglas Ann Newsom (right), chairman of the Department of Journalism at Texas Christian University, greets Norman Morrison of Viewdata Corp. of America Inc. and Bronia L. Lowenstein, wife of University of Florida Dean Ralph L. Lowenstein. The convention was attended by 651 educators.

8 minority fellowships awarded

ANPA Foundation has awarded eight minority fellowships, according to ANPA Foundation Chairman and President Helen K. Copley. The program pays most expenses for recipients to attend training seminars sponsored by ANPA and other newspaper organizations.

The August announcement brings 1984's awards total to 19 [presstime, March 1984, p. 40].

Selected were:

- Carolyn Curiel, foreign desk editor, United Press International, and Mary E. Hall, accounting manager, Gannett Rochester Newspapers, for ANPA's Management Development Workshop; Chicago, Sept. 17-21.

- Regina Finley, subscriber services manager, Atlanta Journal and Constitution, for the ANPA-International Circulation Managers Association-Newspaper Personnel Relations Association seminar on Managing People in the Circulation Department; Denver, Dec. 3-5.

- M. Delores West, assistant marketing manager/advertising sales development, The Baltimore Sun, for the ANPA-International Newspaper Promotion Association seminar on Management Skills for Newspaper Promotion; Boston, Dec. 10-12.

- Craig Shin Matsuda, assistant subur-

ban editor, The Denver Post, Gregory L. Moore, state editor, The Plain Dealer of Cleveland, and Addie M. Rimmer, special assistant to the associate editor, The Wall Street Journal, for the American Press Institute's Effective Writing and Editing Seminar; Pomona, Calif., Dec. 9-14.

- Earnest R. Hart, chief artist, Jackson (Miss.) Daily News, for the Single Copy Symposium: Serving the Occasional Reader, sponsored by ANPA, ICMA, INPA, American Society of Newspaper Editors, Associated Press Managing Editors Association, International Newspaper Advertising and Marketing Executives, and the Newspaper Research Council; Dallas, Dec. 11-12. □

NIE Week preparations

Planning is under way for the third annual national Newspaper in Education Week, March 4-8, 1985.

ANPA Foundation has mailed an NIE Week promotional booklet to all U.S. daily newspapers and to NIE personnel at U.S. and Canadian dailies. A second packet, containing examples of ways in which newspapers promoted the event during the past two years, will be mailed this fall. □

Good news gets better as Coen brightens his forecast

One of the leading forecasters of advertising expenditures has brightened his already rosy prediction for 1984 performance.

Robert J. Coen, senior vice president and forecasting director of the McCann-Erickson advertising agency, now says all-media advertising will be 14.9-percent above 1983 levels. Last December, Coen predicted that expenditures would rise 13.8 percent this year [presstime, Jan. 1984, p. 4].

Even brighter is Coen's prediction for advertising expenditures in newspapers, which he said will increase 15.2 percent in 1984.

Newspapers' national advertising will be up only 10 percent, he predicted, from

\$2.734 billion in 1983 to \$3.010 billion in 1984. However, the industry's combined retail and classified advertising will rise from \$17.848 billion in 1983 to \$20.705 billion in 1984, an increase of 16 percent, he said.

And next year also looks good. "Sheer momentum alone" will make 1985 another banner year, said Coen, even though there won't be Olympic Games and a presidential election to boost advertising.

The improvement in the overall economy that is spurring 1984's gains will continue into 1985, Coen predicted. And advertising growth, which traditionally lags behind a general upturn, will be "significantly better than economic growth," he said. □

Alcohol advertising rules changed

While a federal agency is making relatively minor changes in regulations governing alcoholic-beverage advertising, a consumer organization is calling for a ban on all such advertising on television and radio.

The final rule on alcoholic-beverage advertising and labeling issued Aug. 8 by the U.S. Treasury Department's Bureau of Alcohol, Tobacco and Firearms, among other things: requires that mandatory information in advertising appear "readily legible" (replacing several different requirements), makes additions to the kinds of materials considered to be "advertising," explains what BATF considers to be unacceptable claims of "curative or therapeutic" effects, and bans subliminal advertising (already prohibited by the Federal Communications Commission). It also removes its prohibition against the use of the terms "double distilled" and "triple distilled."

The agency decided against setting standards for comparison taste testing of alcoholic beverages, but it did adopt a requirement that such tests be conducted using scientifically accepted procedures and that the name and address of the testing administrator appear in the advertising.

After studying the issue for more than three and a half years, BATF deferred action on several of its major liquor, wine- and beer-advertising proposals dealing with the use of athletes and athletic settings, the words "light" (or "lite") and

"natural," and voluntary industry advertising codes.

Meanwhile, the Center for Science in the Public Interest is pressing its campaign to ban alcoholic-beverage advertising on radio and television.

Called SMART (Stop Marketing Alcohol on Radio and Television), the project seeks to collect a million signatures on a petition calling for a federal ban on alcoholic-beverage commercials or equal broadcast time for health messages.

While SMART does not address liquor advertising in newspapers, the National Congress of Parents and Teachers (national PTA), part of SMART's coalition, has called for print beverage ads to contain a "warning notice about the hazards of alcohol abuse." □

New planbook available

The Newspaper Advertising Bureau is selling the new edition of its annual Newspaper Advertising Planbook.

In addition to providing a large monthly calendar from November 1984 through January 1986, the 68-page publication provides numerous charts and graphs for use in planning advertising campaigns.

To order, write NAB, Attention: Creative Department., 1180 Avenue of the Americas, New York, N.Y. 10109. Prices vary from \$3.75 to 4.85 per book, depending on whether it is ordered in hard or soft cover, with or without an imprinted logo, and in single or multiple copies. □

Test planned on promotion of coupons

A small-scale "field test" has been proposed to measure what happens when newspapers promote redemption coupons on the same day they are carried in the paper.

The test, proposed by the ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee, would examine whether such a promotion bolsters single-copy sales and what effect it might have on coupon misredemption. NAB would coordinate the test for ANPA and the audit bureau. It would require cooperation from advertisers and auditing support from ABC.

Under ABC rules, a newspaper may not count as paid circulation any copies that publicize redemption of coupons whose combined value exceeds half of the paper's single-copy price. The prohibition applies either before or on the day of publication. The Liaison Committee is studying whether that rule should be changed.

The committee will discuss the project further this month with ABC officials and several advertisers.

Also during its meeting Aug. 14 in Keystone, Colo., just before a meeting of the ABC Board of Directors, the committee agreed with ABC's decision to replace the traditional "primary market area" with a "newspaper-designated market."

Newspapers will be able to define their markets by any combination of contiguous census units. Under old rules, the market was defined as the area where the newspaper provides "primary editorial and advertising service." □

ABC Data Bank is established

The Audit Bureau of Circulations has established a computerized, on-line database allowing media buyers to retrieve ABC information on county circulation via personal computers and modems.

Previously, such information was obtainable only by request to ABC headquarters in Schaumburg, Ill., and turnaround time was up to three days, said bureau Publications Manager Meg Laidlaw. "Media buyers, of course, want the information yesterday. [ABC Data Bank] will give it to them immediately," she explained. □

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- Priced right to pay for itself in a very few months.



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number 1-800-647-7155, or write him at
Box 658, Greenwood, Mississippi 38930.

McMichen sworn in as head of a divided ITU

The U.S. Department of Labor Aug. 23 dismissed a challenge to the results of a rerun election for the top five offices that make up the executive council of the International Typographical Union.

The action cleared the way for the swearing-in of a new council that stands 3-2 against the union's affiliating with the International Brotherhood of Teamsters.

The new officers were installed Aug. 27 in Colorado Springs.

In the rerun election, former First Vice President Robert S. McMichen defeated incumbent President Joe Bingel 28,167 votes to 15,296. McMichen had won the first election by nearly 5,000 votes but was denied the presidency after Bingel challenged the result [*presstime*, July 1984, p. 64].

McMichen opposed merger with the International Brotherhood of Teamsters, as did vice presidential candidates Billy Joe Austin, president of the Denver local, and William J. Boarman, president of the Washington, D.C., local. Austin defeated incumbent Second Vice President Robert L. Wartinger, 24,157 to 17,237, and Boarman topped incumbent Third Vice President Raymond E. Brown, 23,918 to 17,699. Both Wartinger and Brown favored merging with the Teamsters.

In the other vice presidential slot, incumbent Allan J. Heritage, who was unopposed, was elected first vice president with 29,757 votes.

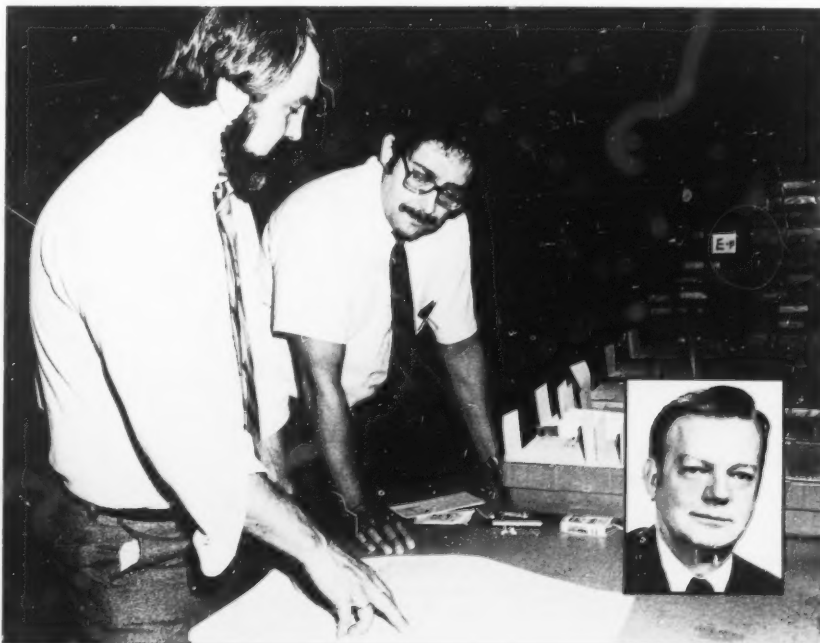
Incumbent Secretary-Treasurer Thomas W. Kopeck was re-elected over challenger Robert E. Petersen of Washington, D.C., 24,569 to 18,532.

Heritage and Kopeck, along with the defeated Bingel, supported a merger with the Teamsters.

After the Labor Department, which supervised the rerun election, certified the results Aug. 23, McMichen, Boarman and Austin said in a statement that the department's findings were "especially satisfying in that it signals the end of a long and difficult year for all of us in the ITU...."

"It's time to put our differences behind us and get on with the real business at hand, the business of making sure that printers, mailers and the other workers in our industry get the best possible representation."

McMichen had been scheduled to take



Labor Department officials tally ballots that showed McMichen (inset) the winner.

office Aug. 13, but on Aug. 6 Bingel, Brown and Wartinger filed a protest to the rerun election with the Labor Department.

The trio alleged that the AFL-CIO had illegally used its facilities and funds to aid their opponents. The labor federation, along with McMichen, Boarman and Austin, opposes the ITU's merging or affiliating with the IBT, favoring instead a merger with the Graphic Communications International Union or some other AFL-CIO-affiliated union. The IBT was expelled from the AFL-CIO in 1957.

An AFL-CIO spokesman confirmed that McMichen had been on the federation's payroll, but only "to promote merger with the GCIU," not to promote his campaign.

The ITU's annual convention is scheduled Sept. 8-14 in Atlantic City, and some labor specialists saw Bingel's protest as a delaying tactic to prevent McMichen from consolidating his position prior to the convention. An ITU spokesman said Bingel would have no comment.

Shortly after the second protest was

filed, McMichen called it "a sham," adding, "Our campaign didn't accept a dime from any individual or organization outside the ITU."

McMichen also charged at the time that Bingel and his supporters "hope to create such confusion at the convention that they can somehow still manage to accomplish their goals."

A Teamsters spokesman said, "Our offer to them (ITU) still stands. We haven't withdrawn it."

After the results of the rerun election were announced, McMichen said in a statement, "Our victory shows that the overwhelming majority of ITU members have no desire to be absorbed by the Teamsters union." The vote indicated "a clear interest in pursuing a merger" with the GCIU, he said.

GCIU President Kenneth J. Brown was unavailable for comment.

Meanwhile, an injunction prohibiting the ITU from taking any action toward merger with any other union was extended through Sept. 17.

—Clark Newsom

NLRB overturns judge's findings in Paterson, N.J., case

A recent decision by the National Labor Relations Board involving a 1981 strike by composing-room workers at The News of Paterson, N.J., is being appealed by both parties to the 3rd U.S. Circuit Court of Appeals.

An NLRB administrative law judge had recommended in 1982 that Allbritton Communications, owner of The News and its sister paper, The Dispatch of Union City, N.J., be ordered to reinstate the approximately 50 strikers involved and bargain with their representative, Newark Typographical Union No. 103, over a new labor agreement [presstime, Nov. 1982, p. 35]. The Dispatch's composition work is done in Paterson.

The board, however, overturned part of the judge's findings in its 2-1 decision, which also involved non-union editorial employees at both papers and mailroom and delivery personnel represented by an independent union in Paterson.

At issue in the ITU proceedings was whether the company's negotiations with the union were conducted in "bad faith," as found by the judge.

The board found that the company had engaged in "hard but real" bargaining that resulted in an impasse. The company was therefore justified in implementing a wage proposal that the union had rejected. When the union struck in February 1981 it was engaging in an economic strike, the board ruled, thus reversing the judge's finding that the strike was caused by the company's unfair labor practices.

But the board did find that the company subsequently violated the Taft-Hartley Act when it rejected the strikers' offer to return to work. It decided that the striking employees remained "economic strikers" until June 25, 1981, when they applied to return to work "unconditionally"—that is, under any conditions prescribed by the company. It ordered the newspaper to offer reinstatement to those composing-

room employees who were not permanently replaced before that date.

In another facet of the complex case, the judge had held that the ITU was the representative of editorial employees at the two papers and recommended that the company be ordered to bargain over an initial contract for them.

In October 1980, the company had laid off eight editorial employees—an action that the judge found was unlawfully motivated by a desire to discourage support for the ITU's organization attempts. The board, however, found the judge's conclusion "unwarranted," noting that the two papers were suffering economic losses. The board said the judge had "intruded more than slightly into an area of managerial authority" and declined to adopt his recommended order.

The case also involved employees of T&T News Co., who performed mailroom and delivery work for The News, and who were represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity.

The judge had ruled that The News and T&T were not "joint employers" and that therefore no unfair labor practice was committed by the company with regard to the mailers and drivers. The board found, however, that T&T was not an independent contractor, as contended by Allbritton, but an "administrative arm" of the newspaper. The company had "engineered a confrontation" that gave it "a pretext" to lock the employees out and replace them, the board said.

Allbritton was ordered to reinstate the mailroom and delivery employees.

Allbritton spokesman George Beveridge and Thomas B. Callanan, president of the ITU local, both said they would not comment on the case beyond the fact that appeals are under way.

(Allbritton Communications Inc. et al., 271 NLRB No. 39)

Strike paper appears dead in California

The Vallejo (Calif.) Independent Press, a tri-weekly started in 1978 by editorial and craft workers striking the Vallejo Times-Herald, published what may be its last edition Aug. 3.

The last of the five unions that struck the Times-Herald was decertified as a bargaining representative at the paper in a 1982 NLRB election [presstime, Aug. 1982, p. 30].

Roger Wornock, general manager of the so-called VIP, said in mid-August there was a possibility that the Aug. 3 edition would not be the last. There were two factors "in the mill," he said. First, local residents were trying to raise \$30,000 to keep the paper going, and second, a broker had indicated there was a potential buyer for the paper.

The VIP, once published five days a week, recently had gone to three editions a week and had a circulation of about 7,000. Advertising losses were responsible for the closing, Wornock said.

The Times-Herald, owned by Donrey Media Group, has a circulation of 22,563. General Manager Jimmie Jones said the City Council had voted to return the city's legal notice advertising contract to the Times-Herald. □

Member of NLRB will leave post

Don A. Zimmerman, an independent member of the NLRB, has advised the White House that he does not wish to be considered for reappointment when his term expires Dec. 16, 1984.

Zimmerman said he wanted to alert the Reagan administration to the upcoming vacancy because the five-member board could be crippled by an insufficient number of members.

"I have learned firsthand that to administer and enforce the [Taft-Hartley] act most effectively, the board needs to maintain a full complement," he said.

There is one current board vacancy: the seat formerly held by Republican Howard Jenkins Jr., who left the NLRB Aug. 27, 1983.

In other board matters, the Senate has yet to act on the nomination of Rosemary M. Collyer as NLRB general counsel replacing William A. Lubbers, whose term expired last April 24 [presstime, May 1984, p. 74]. □

Recent contract settlements

Baltimore News American, GCIU: One-year agreement covering pressroom employees; retroactive to May 1, 1984.

Milwaukee Journal and Sentinel, GCIU: Two-year agreement covering photoengravers; retroactive to May 1, 1984.

Toronto Globe and Mail, GCIU: Two-year agreement covering pressmen and paper handlers; retroactive to Jan. 1, 1984.

(Details in September 1984 ANPA Labor & Personnel Relations Letter.)

Mailers named in complaint

A complaint alleging unfair labor practices by San Francisco-Oakland Mailers Union No. 18 has been issued by the NLRB regional director in San Francisco.

The complaint was issued on charges filed by the San Francisco Newspaper Agency, the company that handles non-editorial matters for the San Francisco Chronicle and the San Francisco Examiner.

Regional Director Robert H. Miller scheduled an Oct. 4 hearing before an administrative law judge on the complaint, which alleges the union unlawfully refused to supply information the company said it needs to decide whether to file a grievance under the arbitration provisions of the parties' labor agreement.

The information was requested last April.

The company seeks an explanation of how the union handles requests for extra or substitute help from other employers in the area, the names of individuals who are responsible for maintaining lists of available help, the names of mailers who are available for employment and shifts worked by them in 1984, and the names of agency mailers who have worked this year in other mailrooms.

Meanwhile, the company has filed a grievance, under the labor agreement's arbitration provisions, seeking damages for a July 28 work stoppage by mailers that arose from a series of unresolved union grievances.

(San Francisco-Oakland Mailers Union No. 18, affiliated with the International Typographical Union, and San Francisco Newspaper Agency, Case 20-CB-6230) □

NLRB revokes 2 certifications

The certifications of two unions as bargaining agents of employees recently were revoked by the NLRB after the unions disclaimed any further interest in representing the employees.

District Lodge No. 40 of the International Association of Machinists and Aerospace Workers withdrew as the representative of pressroom machinists at the Fort Lauderdale (Fla.) News and Sun-Sentinel after employees represented by the union filed a petition with the NLRB for a decertification election. The machinists had voted 7-6 to retain the union in a 1983 election.

In the other case, Typographical Union No. 431 disclaimed interest in representing newsroom employees and engravers at the Herald-Times-Reporter of Manitowoc-Two Rivers, Wis., after an employee petition for a decertification election was filed with the NLRB. The union had been

certified to represent the employees in 1977.

(News and Sun-Sentinel Co., Case No. 12-RD-531; Manitowoc-Two Rivers Herald-Times-Reporter, Case No. 30-RD-774) □

EEOC appointment

President Reagan has named Rosalice Gaull Silberman to fill a Republican vacancy on the five-member Equal Employment Opportunity Commission.

The 47-year-old Silberman is an aide to Commissioner Mimi Dawson of the Federal Communications Commission and a former press secretary to Sen. Bob Packwood (R-Ore.). If confirmed by the Senate, she will replace Cathie A. Shattuck, who resigned last April [presstime, May 1984, p. 74]. Silberman would serve for a term ending July 1, 1985. □

Congress passes bill aimed at equalizing pension plans

A bill designed to give women and men equal pension rights beginning in 1985 has been passed by Congress.

The Retirement Equity Act amends the Employee Retirement Income Security Act of 1974 in several ways. Among other things, the bill:

- Provides spouse-survivor coverage for all vested plan participants, regardless of age
- Allows an employee to leave the work force and retain credit for past service if she or he returns to work at the same company within five years
- Treats up to a one-year maternity or paternity leave as no break in service for pension purposes
- Lowers the mandatory minimum participation age for private pension plans from 25 to 21. Pension experts note that many companies already allow plan participation at age 21.

Some of the provisions in the act have the potential to cause "an administrative headache," said Jack Rybka, an attorney with the management consulting firm Hewitt Associates in Lincolnshire, Ill. For example, the act gives state courts authority to treat pensions as joint property in divorce proceedings and requires pension plans to honor court orders regarding division of retirement benefits.

Robert L. Barnes, an actuary and manager of the Chicago office of the Wyatt Co., which has a number of newspaper clients, said he does not believe the act is "generally of significant cost consequence" to pension plans. One impact of the act, he noted, is that if a plan participant does not want to provide a pension to a spouse, the individual would have to get the spouse's signed agreement to waive survivor coverage.

President Reagan signed the bill into law Aug. 23. □

NLRB elections

Anderson (Ind.) Herald and Daily Bulletin, GCIU: Maintenance employees voted 6-3 against continued representation by the Graphic Communications International Union.

(NLRB Case No. 25-RD-856)

Fairfield (Calif.) Daily Republic, NCNOC: Employees voted 62-53 in favor of representation by the Northern California Newspaper Organizing Committee, a group of newspaper unions that includes locals of the GCIU, The Newspaper Guild, the International Typographical Union and Teamsters.

(NLRB Case No. 20-RC-15382)

GCIU convention

The first convention of the Graphic Communications International Union, created July 1, 1983, through a merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union, will occur Sept. 17-21 in Hollywood, Fla. The GCIU expects about 1,500 delegates to attend.

Discharge for profanity upheld

The discharge of an employee at the Rocky Mountain News in Denver for violating a company rule against the use of "loud, profane or indecent language" that interferes with business has been sustained by an arbitrator.

John Phillip Linn, the arbitrator, said it was apparent from his study of arbitration decisions involving the use of obscene or vulgar language that the use of "vulgarity" in the workplace "is rising sharply and promises to reach epidemic proportions."

Linn, professor of labor law and arbitration at the University of Denver College of Law, said no employer "need tolerate" an employee whose language and conduct "is so extreme" that other employees "are placed in fear of him."

The case at the Rocky Mountain News involved a circulation department district manager who was fired after he directed abusive language of a sexual nature toward two female employees in the department, one of them an acting supervisor.

The fired grievant, who had been hired in March 1981, had a work record free of written warnings or suspensions, although he had been warned by a supervisor that his carnal language was unbusinesslike and would not be tolerated. His representative, the Denver Newspaper Guild, contended that his abrupt dismissal was not justified because, among other things, swearing in the office was commonplace and no other employee had been fired for using vulgar, profane or abusive language.

The company, however, contended that the case did not merely involve "shop talk" and "cuss words." When obscenities such as "slut"—and worse—are maliciously spoken to humiliate and to wound, the company said, the transgression is "inexcusable" and is "just cause" for discharge. It also contended that the grievant's sexual comments constituted unlawful sexual harassment under Title VII of the 1964 Civil Rights Act.

Arbitrator Linn said he did not need to

consider whether the grievant's conduct constituted sexual harassment under the act because the violation of the company's rule was sufficient cause for summary discharge.

"The evidence is overwhelming that grievant's loud, profane and indecent language, by any definition, did in fact interfere with the business of the building and disturbed and consumed the time of grievant and other employees in unnecessary unproductive and destructive ways," he said. "This was no minor violation of (the rule). Grievant's language and conduct was in the extreme and constituted gross disorderly conduct that reasonably placed the other employees in such fear that they manifested their emotions days and months after the incident in question."

Summary termination of the employment relationship rather than progressive discipline was warranted, he said, "given the totality of grievant's words and conduct, which were completely without justification." □

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- Employee Rights • Managing in the Age of Entitlements • Industry Shaping Forces

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For more information contact Roy W. Anderson, ANPA Vice President/Human Resources, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041, (703) 620-9500, Ext. 301.

Human Resources Balance Sheet—1985	
Employee Rights and Entitlements	
Management Prerogatives	
Statutory Rules and Regulations	
Intensified Organizing Activities	
Union Mergers	
Employee Selection	
Supervisory Training	
Quality of Work Life	

Judge upholds News American on complaint

An NLRB administrative law judge has agreed with The News American of Baltimore that a complaint against the company issued after a union filed an unfair labor practice charge was actually barred by the six-month period of limitation in the Taft-Hartley Act.

The act states that no complaint can be issued on an alleged unfair practice occurring more than six months prior to the filing of a charge with the agency.

The charge was filed June 28, 1983, by a circulation distributors' union affiliated with the Graphic Communications International Union. The complaint alleged that the company had violated the act by unilaterally instituting a rule limiting the percentage of returned unsold Sunday papers that would be credited to the accounts of district managers in the street-sales department.

Judge Leonard M. Wagman noted that until July 18, 1982, the policy had been to credit district managers for all unsold papers returned.

The new policy, effective July 19, 1982, limited the credited returns to 15 percent of the district managers' "draw" unless the street sales supervisor approved a higher percentage.

On Nov. 26, 1982, the company removed the 15-percent return limit for Sunday papers, but it reinstituted the limit April 4, 1983.

The NLRB general counsel contended that the return to the limit came within the six months that preceded the filing of the charge.

Wagman, however, agreed with the company that the reimposition of the rule was merely a further implementation of the policy inaugurated July 19, 1982, and he recommended that the board dismiss the complaint.

(Baltimore News American Division, The Hearst Corp., and Circulation Distributors Union No. 503, JD-224-84)

Canadian election

Edmonton (Alberta) Journal, GCIU: Maintenance employees voted 9-9 against inclusion in a bargaining unit of pressroom employees represented by Local 255 of the Graphic Communications International Union.



Harvey E. Johnson Jr. (right) smiles after returning to his mailroom job at the Port Huron (Mich.) Times Herald following a brush with tragedy. Gary Sullivan (left), assistant mailroom manager/USA Today, and Dwayne Caldwell (center), newsprint handler, administered cardio-pulmonary resuscitation to Johnson after he collapsed on the job and his heart stopped.

Right to resign cannot be limited

A union may not restrict a member's right to resign during a strike, the NLRB has decided.

The board ruled that a local of the International Association of Machinists and Aerospace Workers violated the Taft-Hartley Act by fining a member \$2,250 after he resigned and returned to work during a 1981 strike against an automobile dealership in Burlingame, Calif.

Labor specialists said the decision will make it more difficult for unions to exercise discipline over their members during strikes.

The ruling overturned a 1982 decision in another case in which the board held that unions could impose reasonable restrictions, such as 30 days' notice, on the right to resign during a strike.

Most unions have provisions in their constitutions limiting resignations during strikes. For example, The Newspaper Guild's constitution states: "No resignation or withdrawal may be accepted during a strike or lockout, or at a time when a strike or lockout appears imminent."

ANPA Manager/Labor Relations Charles Cole said the decision will allow employers to inform striking employees of their right to return to work "free of fine or discipline."

The union is appealing the decision.

(International Association of Machinists and Aerospace Workers, Local Lodge 1414, and Neufeld Porsche-Audi Inc., 270 NLRB No. 209)

Deliverers' union found in violation

The NLRB has agreed with an administrative law judge that an independent deliverers' union unlawfully interfered with Gannett Co.'s introduction last year of USA Today in the metropolitan New York City market.

The board ruled that the Newspaper and Mail Deliverers' Union of New York and Vicinity violated the secondary-boycott provisions of the Taft-Hartley Act by inducing certain newspaper wholesalers through pickets and other means not to handle the newspaper [presstime, Jan. 1984, p. 53].

The union was ordered to stop its unlawful conduct and to post a notice to members stating that it will not "in any manner or by any means" induce anyone to stop handling USA Today.

(Newspaper and Mail Deliverers' Union of New York and Vicinity, 271 NLRB No. 11)

SYMPOSIUM

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Ramada Hotel O'Hare, Chicago

HEALTH AND SAFETY

Health and safety issues are becoming a critical consideration for all businesses in the United States. It is vitally important for newspaper executives to be up-to-date on the many complex facets of these issues.

The ANPA Health and Safety Symposium has been specifically designed to provide an overview of the latest developments in this area of growing importance to newspaper executives. This symposium is a "must" for all newspaper management personnel concerned with health and safety issues.

The subjects to be covered include:

- Industrial hygiene surveys in pressrooms
- Ink problems, litigation and assessment of alleged hazards
- Health monitoring and spirometry program
- Hearing conservation program evaluation
- VDT developments
- Fleet safety

- Insurance programs (self insured vs. commercial carrier)
- ANPA Accident Reporting System
- Hazard communication regulations and their impending impact on the industry
- EPA update on hazardous waste management, the Clean Air Act and clean water legislation.

REGISTRATION

To register for the 1984 ANPA Health and Safety Symposium fill out and return the attached application with a check payable to ANPA. The registration fee is \$250.00 and includes admission to all symposium sessions, continental breakfast and lunch on both meeting days, and a cocktail party the evening of October 10.

Telephone registration will also be accepted at 703/620-9500, ext. 654.

PRESSROOM OPTIONS II

These two subjects, crucial for executives planning the future of their newspaper operations, will be the focus of special symposia to be held in Chicago this autumn by the ANPA Technical Committee.

The two symposia will be held consecutively, giving busy executives a chance to attend both important meetings in a single trip. As a further convenience the symposia have been scheduled at the Chicago International Airport's Ramada Hotel O'Hare.

Many newspapers are considering major investments in pressroom operations. The Pressroom Options Symposium II (October 30 and the morning of October 31), reflects the industry-wide demands for information about the latest developments in this area and is an update of a conference held two years ago.

The meeting's chairman, Louis J. Franconeri, Vice President of Operations, Baltimore Sun, will moderate discussions of letterpress to offset conversions, flexography, ANPA-PRESS™ Anilox retrofit units, new press decisions and international press developments.

DISTRIBUTION SYSTEMS

The second symposium, "Distribution Systems," (the afternoon of October 31 and all day November 1) will cover the many changes facing the traditional newspaper mailroom.

The specific topics to be discussed during this symposium, chaired by Ronald L. Rickman, Vice President/Newspaper Groups, Lee Enterprises Inc., will include marriage mail and postal regulations; capabilities of equipment available for zone inserters; labelers and computer control systems; experiences with new, large and small inserting machines; accountability; and the automated mailroom.

FREEDOM CENTER TOURS

Arrangements have been made with the Chicago Tribune for tours (Tuesday and Wednesday evenings) of their new, state-of-the-art printing and distribution facilities. Sign-up sheets for these tours will be available at the symposia.

REGISTRATION

To register for either or both symposia fill out and return the attached application and your check, payable to ANPA.

The registration fee will be \$250 for one symposium or \$400 for both. Continental breakfasts, lunches, and a Monday night cocktail reception are included in the registration fee. Telephone reservations will also be accepted at 703/620-9500, ext. 654.

ACCOMMODATIONS

The Health and Safety Symposium will be held at The Chicago Marriott O'Hare, located near O'Hare International Airport.

For your convenience a block of rooms has been reserved at the hotel. The room rate is \$79.00 for a single, and \$89.00 for a double, per night.

A hotel reservation card will be sent to you upon receipt of your symposium registration. Reservations may also be made by telephone (312/693-4444). To assure accommodations we suggest making your reservation before September 18, 1984. If you choose to make your reservation by phone it is important to indicate that you will be attending the ANPA Symposium.

TRANSPORTATION

The Chicago Marriott O'Hare will provide free transportation to and from the airport at 15-minute intervals between 7 a.m. and midnight. Service between midnight and 7 a.m. is available on a call-in basis.

If you have questions or need assistance prior to the Symposium, please call Bernadette Pogoselski, ANPA Environmental Department, 703/620-9500, ext. 668.

ACCOMMODATIONS

For your convenience a block of rooms has been reserved at the Ramada Hotel O'Hare. The symposia room rates for attendees are \$58 for a single or \$68 for a twin-double, per night.

A hotel reservation card will be sent to you upon receipt of your symposium registration. Reservations may also be made by telephone (312/827-5131). To assure accommodations, we suggest making your reservation before September 28. If you choose to make your reservation by phone it is important to indicate that you will be attending the ANPA symposia.

TRANSPORTATION

Complimentary transportation is provided by the hotel to and from O'Hare International Airport (scheduled at 15-minute intervals) from 7 a.m. to midnight. Service is available between midnight and 7 a.m. on a call-in basis.

For further information, contact: Fred Warner, ANPA Research Manager/Engineer, 703/620-9500, ext. 504.

1984 ANPA Health and Safety Symposium Registration Form

October 11-12, 1984
The Chicago Marriott O'Hare

The registration fee for the Health and Safety Symposium is \$250, which includes admission to all sessions, continental breakfast and lunch on both meeting days, plus a cocktail reception Wednesday evening, October 10. Please fill out and return this form with a check payable to ANPA to: Health and Safety Symposium, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, DC 20041.

Participants

_____	_____
_____	_____
_____	_____

Titles	Phone Numbers
--------	---------------

_____	_____
_____	_____
_____	_____

Authorized by _____

Name of Newspaper _____

Address _____

City _____

State _____ Zip _____

ANPA Special Technical Symposia Registration Form

October 30-31, 1984 **Pressroom Options**
October 31-November 1, 1984 **Distribution Systems**
Ramada Hotel O'Hare—Chicago

The registration fee for either symposia will be \$250 or \$400 for both. Registration includes admission to all sessions in the symposium selected, continental breakfasts, lunches, and a Monday night cocktail reception. Please fill out and return this form and a check made payable to ANPA to: Technical Symposia, ANPA, The Newspaper Center, Box 17407, Dulles International Airport, Washington, DC 20041.

Name _____

Position _____

Newspaper _____

Address _____

City _____

State _____ Zip _____

I will attend ☐ Pressroom Options ☐ Distribution Systems
☐ Both

I will attend the luncheon ☐ 10/30 ☐ 10/31 ☐ 11/1

American Newspaper Publishers Association

ANPA

TO ADVANCE THE CAUSE OF A FREE PRESS

List of Conrail bidders trimmed to six

The U.S. Department of Transportation sent Congress draft legislation necessary for the sale of Conrail.

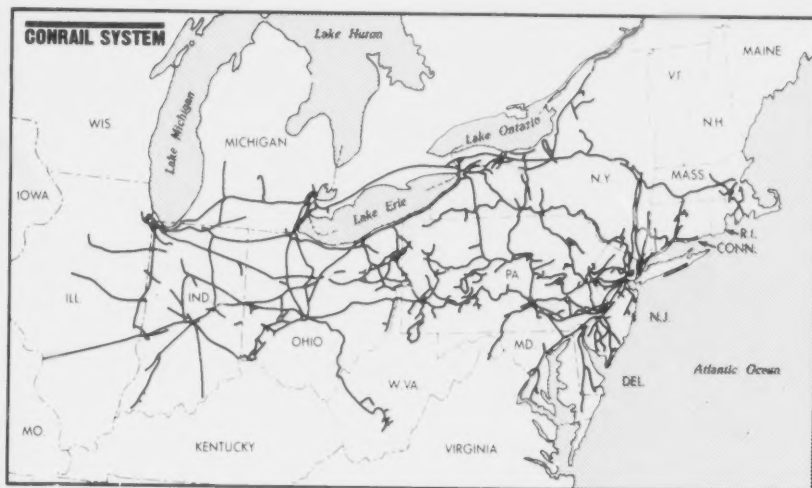
Under its provisions, unveiled Aug. 1, DOT would give up its stock in Conrail and wipe the slate clean with regard to the railroad's debt to the government.

DOT trimmed from 14 to six the list of bidders for the government-owned railroad. The finalists are: Alleghany Corp., the Railway Labor Executives Association, Guilford Transportation Industries, Norfolk Southern Corp., Citicorp and a

group headed by J. Willard Marriott Jr. [presstime, July 1984, p. 72].

Transportation Secretary Elizabeth H. Dole said the legislation, if enacted, would eliminate several statutory provisions that apply only to Conrail, thus putting the carrier on equal footing with its competitors.

Passage, however, may be delayed. On July 26, 18 members of the House, claiming that Congress needs more time to evaluate the sale, proposed a one-year moratorium on selling the railroad. □



The Washington Post

TRANSPORTATION NOTES

- The Interstate Commerce Commission filed a petition with the U.S. Court of Appeals, D.C. Circuit, to reconsider its June 27 decision that partially vacated the ICC's deregulation of boxcar traffic. The commission said it would take the case to the U.S. Supreme Court, if necessary. In the interim, it is seeking a delay in implementation of the ruling, pending the outcome of the appeals process [presstime, Aug. 1984, p. 59].

- The takeover by CSX Corp. of American Commercial Lines and its barge line subsidiary, American Commercial Barge Line, won unanimous support from the

ICC. The commission found that the joint rail-barge ownership by CSX would not diminish competition and therefore not violate the Panama Canal Act of 1912. CSX owns the Chessie and Seaboard System railroads [presstime, April 1984, p. 49].

The ICC reopened its October 1982 decision approving the merger of the Union Pacific, Missouri Pacific and Western Pacific railroads.

Earlier this year, a federal court remanded the case to the ICC after non-merging railroads protested that the merger was anti-competitive [presstime, Feb. 1983, p. 47].

- Bids submitted by the Soo Line and the Chicago and

North Western railroads to acquire the Milwaukee Road won the favor of the ICC. Bids of the Grand Trunk Corp. and Chicago Milwaukee Corp. were disapproved. The recommendations now go to the Milwaukee Road's bankruptcy court [presstime, Oct. 1983, p. 29].

- The International Longshoremen's and Warehousemen's Union and the Pacific Maritime Association have approved a three-year contract. The new contract, replacing one that expired July 1, provides for average wage increases of about 5.3 percent annually, according to PMA [presstime, Aug. 1984, p. 59].

Equipment for sale

Itek copy-processing systems: two complete 730 systems, each with dual 50MB disk drives. Spare parts include another drive. Forty-two model 51 terminals and two Graphic Display terminals. Available mid-1985. For information and complete inventory list, contact Lee Gagle, The Toledo Blade Co., 541 Superior St., Toledo, Ohio 43660; (419) 245-6219.

Complete news channel equipment set-up: all audio, video and character-generated equipment necessary. Texscan MSI flexicaster with remote keyboard and spares. Hitachi FP-15 camera with portable recorder. Sony 3/4-inch player/recorder. All from 24 to nine months old. Will provide extended factory warranty and training on flexicaster. Great condition. Over \$40,000 invested; make an offer. Contact Dan Dwelle, Athens Daily Review, P.O. Box 32, Athens, Texas 75751; (214) 675-5626.

208 used Beach magnetic saddles for Hoe Colomatic Press. Contact Fred Stickel [(717) 255-8405] or Gerry Wiest [(717) 255-8270], The Patriot-News Co., P.O. Box 2265, Harrisburg, Pa. 17105.

Hendrix 5700 system with EDS controller and three terminals and three Decitex tape holders. As a package, \$2,500; terminals sold separately, \$300 each. Also, two facet tape feeders, \$250 each; ECRM auto reader with screen, \$5,000; 35 various film strips for Computape II; 13 various film strips for Unisetter. Contact Carol Alagero, Century Newspapers, 3 Church St., Winchester, Mass. 01890; (617) 729-8100.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations.

For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

34 ANPA seminars scheduled for 1985

ANPA, through its Training Services Department, Technical Services Department, Human Resources Department and Foundation, has announced 34 training sessions to be held during 1985. Additional seminars and conferences are under consider-

ation. Announcements will be made at a later date.

Any changes in the schedule listed below will be announced in *presstime*. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Labor and Personnel Relations Conference

Jan. 10-12
Boca Raton, Fla.

Newspapers remain a labor-intensive business. At most newspapers, labor costs represent a substantial portion of the total operating budget. Effective management of the human resource function is required to control employment costs and to gain improved productivity of the work force. At this three-day conference newspaper executives will discuss employee rights, managing in the age of expanding expectations and industry-shaping forces. Registration fee: \$250.

Management Development Workshop

Jan. 14-18, Dallas
Sept. 16-20, Washington

Leadership, decision making, communications techniques, motivation and coaching, team building, meeting management, problem identification and resolution; these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: \$595 for members of ANPA, \$695 for non-members.

Leadership in the Newsroom

Feb. 4-6, San Francisco
May 13-15, Chicago
Oct. 14-16, Washington

To help skilled journalists with the management part of their editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from

the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: \$475 for members of ANPA, ASNE and APME, \$575 for non-members.

Newspaper Executives Marketing Seminar

Feb. 17-23, Houston

To help newspaper executives learn more about their newspaper and its market by immersing themselves in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 on newspapers—which challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Promotion Association. Registration fee: \$1,700 for members of ANPA and INPA, \$1,900 for non-members.

Managing People in the Circulation Department

Feb. 18-20, Orlando
April 22-24, Chicago
Dec. 2-4, Washington

Problem solving, motivation, performance appraisal; these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of the Inter-



New telecommunications technology is discussed at a workshop.

Charles Osgood, Chicago Tribune

national Circulation Managers Association. Cosponsored with ICMA and the Newspaper Personnel Relations Association. Registration fee: \$475 for members of ANPA, ICMA and NPRA, \$575 for non-members.

Personnel Practices, Procedures and Policies Workshop

Feb. 24-27, Chicago

An overview of major personnel functions, including labor relations and government regulations as applied to the newspaper business. The workshop explores specific policies and practices of varying size newspapers and provides methods for implementing them. Personnel trends outside the business are also examined. Cosponsored with NPRA. Registration fee: \$300.

Advanced Labor Relations Seminar

**March 11-12
St. Louis**

This seminar strengthens the ability of participants to achieve desired goals at the bargaining table. The legal aspects of hard bargaining will be highlighted as will strategies for attaining desired contract language to best utilize the latest technology commensurate with productive allocation of personnel. Participants will select the topics they wish to have discussed in depth. Registration fee: \$300.

Conference for Newspaper Men and Women

**March 17-20
San Diego**

Since 1966, this conference has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: \$750 for members of ANPA, \$900 for non-members.

Strategic Planning Seminar

March 24-28, Houston

To help top newspaper executives interpret evolving market changes and prepare strategies taking advantage of—or defending against—these changes. Building on the concepts introduced at the ANPA/INPA Newspaper Executives Marketing Seminar, this seminar offers a greater emphasis on environmental variables and a longer planning horizon for a special focus on long range strategic planning. Cosponsored with INPA. Registration fee: \$1,300 for members of ANPA and INPA, \$1,500 for non-members.

Newspaper in Education Conference

May 15-17, Toronto

A special opportunity to learn and work with other NIE coordinators with successful NIE programs. Presentations by both newspaper managers and educators cover both starting and enhancing a NIE program. Cosponsored with the Canadian Daily Newspaper Publishers Association. Registration fee: \$280, \$380 for commercial attendees.

Labor Relations and Technology Seminar

**June 7-8
New Orleans**

Held in conjunction with the ANPA Operations Management Conference & Exposition, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. Discusses the effects of technology and mergers on traditional bargaining concepts and its impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Registration fee: \$300.

Newspaper Training Conference

June 20-22, Boston

A special opportunity to meet, work and learn with other newspaper managers with responsibilities in training and human resources development, for a specific department or the entire newspaper. Planned and presented by experienced newspaper trainers, the program will respond to the needs of the neophyte and experienced trainer, from newspapers of all sizes. Cosponsored with NPRA. Registration fee: \$250 for members of ANPA and NPRA, \$350 for non-members.

Finance and Accounting Workshop

**Sept. 30-Oct. 2
Washington**

This new workshop will help newspaper executives without finance or accounting backgrounds with the numerical and statistical parts of their job. Demonstrations, lectures, exercises and case studies will prepare participants to be more informed and valuable in their newspaper's record keeping, budgeting and planning processes. Registration fee: to be determined.

Labor Relations Seminar

**Oct. 7-9
Monterey, Calif.**

For over 11 years this seminar has assisted publishers, general managers and employee relations executives to both prepare for and conduct union contract negotiations. The seminar examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Cosponsored with the Industrial Relations Bureau and Pacific Northwest Newspaper Association. Registration fee: \$400.

NIE Instructor Training Seminar

Oct. 8-11, Warrenton, Va.

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They'll study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. Registration fee: \$375.

Newsprint Seminar

Oct. 10-11, Chicago

This will be the third cooperatively sponsored seminar focusing on current technical newsprint topics of mutual concern to all participants. A recent seminar focused on optical and printing qualities of newsprint, reduction of web breaks, computer applications in newsprint manufacturing and printing, and the pros and cons of lightweight newsprint. Cosponsored with the Technical Section of the Canadian Pulp and Paper Association. Registration fee: to be determined.

Health and Safety Symposium

October, Atlanta

Topics will include: VDT issues, right to know laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: \$250.

Research for Small-to-Medium Newspapers

**Fall
Reston, Va.**

Participants will gain a broad overview of the results of current, practical, applicable newspaper research; develop a specific plan for research in an area of their choice to be applied upon their return to their newspapers; and receive several continuing sources of assistance for future research, both from the academic

research experts who are leading the seminar and from cooperating researchers in schools and departments of journalism closer to home base. Registration fee: \$175.

Management Skills for Newspaper Promotion

Nov. 18-20
Chicago

Successful newspaper promotion requires participation and creative contributions of many people, with several skills and from different departments; this requires a special set of management and communications skills which are both studied and

practiced at this workshop. The workshop participants examine the promotion manager's creative, professional and managerial role; they observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INPA. Registration fee: \$475 for members of ANPA and INPA, \$575 for non-members.

For more information on any of these seminars, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 371.

Hands-on seminars

These seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is \$550. The schedule for the second half of 1985 will be announced later.

Newspaper Quality Control

Jan. 7-11
March 11-15
April 29-May 3

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process cam-

era control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Management Introduction to Newspaper Technology

Jan. 21-25

This seminar introduces management personnel to the latest developments in electronic editorial and production systems. It is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

Advanced Offset Press Operations

Feb. 11-15
March 25-29
May 13-17
June 24-28

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Color Separation Techniques

Feb. 25-March 1
April 15-19

This seminar covers the skills needed for utilization of electronic scanning and direct screen color separation systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction—including the purpose of masking, additive and subtractive color theory, the relationship of ink and paper in color printing and proper evaluation of colors.

For more information on hands-on seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 660. □



Four seminars on press operations are scheduled.

New cross-training programs are on API's 1985 schedule

The American Press Institute's program of 34 seminars in 1985 will include three new offerings for daily newspaper managers. They are:

- **Newsroom Administration**, Jan. 27-Feb. 1; for news-editorial managers who deal primarily with budgeting, cost control, personnel matters, news space allotments, newsroom communications, special projects, and a variety of responsibilities apart from day-to-day editing and content decisions.

- **The Non-News Side of Newspaper Publishing**, Sept. 15-20; cross-training program for editors and newsroom managers who seek insight and knowledge on how other departments and operations function.

- **News-Editorial Management for Non-News Executives**, Dec. 8-13; second cross-training program to provide a working knowledge of newsroom operations and content policies and decision-making for those in advertising, circulation, marketing or general management.

Other seminars scheduled for API's 39th years of operation are:

- **Circulation Sales and Marketing Strategies**, Jan. 6-11

- **City Editors** (for newspapers over 75,000 circulation), Jan. 13-23

- **Management of the Weekly Newspaper**, Jan. 27-Feb. 1

- **News Editors and Copy Desk Chiefs**, Feb. 3-13

- **Advertising Executives of Weekly Newspapers**, Feb. 10-15

- **Business and Economic News Coverage**, Feb. 17-22

- **Newspaper Design**, Feb. 24-March 1

- **Management and Costs** (for newspapers over 75,000 circulation), March 3-13

- **Human Resources Management**, March 10-15

- **Circulation Managers** (for newspapers over 50,000 circulation), March 17-27

- **Promoting the Daily Newspaper**, March 24-29

- **Advertising Executives** (for newspapers over 75,000 circulation), March 31-April 5

- **Newspaper Production and New Technology**, April 14-19

- **Editing the Weekly Newspaper**, April 21-26

- **Sports Editors**, April 28-May 8

- **Managing Computer System Applications**, May 5-10

- **Executive Editors and Managing Editors** (for newspapers under 50,000 circulation), May 12-22

- **Improving Reporting Skills**, May 19-24

- **Executive Editors and Managing Editors** (for newspapers over 50,000 circulation), June 2-12

- **Management and Costs** (for newspapers under 75,000 circulation), June 16-27

- **Developing Management Skills**, June 23-28*

- **Editorial Page Editors and Writers**, July 14-19

- **Advertising Executives** (for newspapers under 75,000 circulation), Sept. 22-Oct. 2

- **Journalism Educators**, Oct. 6-11

- **Feature and Lifestyle Editors**, Oct. 13-23

- **Classified Advertising Managers**, Oct. 27-Nov. 2

- **Circulation Managers** (for newspapers under 50,000 circulation), Nov. 3-13

- **City Editors** (for newspapers under 75,000 circulation), Dec. 1-11

- **Marketing the Daily Newspaper**, Dec. 1-6*

- **Effective Writing and Editing**, Dec. 15-20

- **Picture Editors and Graphics Editors**, Dec. 15-20

Except for the two seminars denoted by an asterisk, the sessions will be conducted by API headquarters in Reston, Va., next door to The Newspaper Center. Developing Management Skills will be at Stanford University, and Marketing the Daily Newspaper will be at Kellogg West Conference Center in Pomona, Calif.

Tuition will be \$690 for a nine-day seminar and \$550 for a one-week program. Room and meal charges are billed to the newspaper after the seminar at API's special contract rate with The Sheraton Reston, located one block from the institute.

To participate in an API seminar, an applicant must be nominated by a newspaper's principal executive. Additional information and forms can be obtained from API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091. □

Journalistic philosophy explored in depth by two professors

Two university professors have pooled their expertise in *Philosophy and Journalism*, the first book, the authors claim, to "deal systematically with journalistic philosophy in its main dimensions."

S. Jack Odell, philosophy professor at the University of Maryland, wrote the first part, "Foundation," which includes explanations of the fundamentals of philosophy highlighted by journalistic examples.

Part II, "Implications," was written by John C. Merrill, journalism professor at Louisiana State University. Merrill applies philosophical concepts to journalistic matters ranging from dress codes to metaphysics. One of his conclusions is that "journalism is not a profession."

"A concern for philosophizing," the authors conclude, "will push the journalist's thinking into more systematic and logical channels," and thus "provide a more coherent foundation for his journalistic belief and value system."

The 190-page, hard-cover book is available for \$19.95 from Longman Inc., 1560 Broadway, New York, N.Y. 10036. □

Digest of articles puts communications in global perspective

World Communications: A Handbook is a compilation of articles prepared by researchers and policy makers representing 25 countries in the "three worlds."

The co-editors, both from the Annenberg School of Communications at the University of Pennsylvania, are George Gerbner, professor of communications, and Marsha Siefer, director of communications.

In its five sections, the book covers global perspectives on information, transnational communications, telecommunications, mass communications and intergovernmental systems. One of the four appendixes lists global satellite systems from AUSSAT (Australian National Satellite System) to the Zairian Satellite System.

The 527-page, hard-cover book, published in 1983 during "World Communications Year," is available for \$34.95 from Longman Inc., 1560 Broadway, New York, N.Y. 10036. □

Olympics and the conventions: more color, new techniques

Transmitting color photographs to newsrooms from remote news scenes, most notably from the Olympic Games and the national political conventions, took on new dimensions over the summer.

Five national publications—USA Today, U.S. News & World Report, Time, Sports Illustrated and Newsweek—used new electronic technologies to send color photographs from the event sites to the publications' headquarters in the East.

Currently, there are significant cost and transmission difficulties with such systems. However, ANPA experts say that before the next Olympic Games and political conventions are held—in 1988—the newspaper business will have in place a satellite-based system to deliver quality color photo separations for news columns as well as color advertising copy [press-time, July 1984, p. 57].

The USA Today endeavor, which took place at both the San Francisco and Dallas conventions and at the Los Angeles Games, included using the Scitex SatLight™ transportable scanner—with another one standing by as backup—along with the Hilton Hotel chain's videoconferencing network and AT&T's T1 Accu-net Reserve 1.5 Network, a dedicated line for high-speed transmission of digitized data over long distances.

Transparencies were scanned and transmitted to the Washington Hilton. The tapes were picked up and taken across the Potomac River to USA Today headquarters in Rosslyn, Va., where the Scitex Pixet system is located. There each picture was cropped and enhanced, and the color separations were made on a Crosfield 540 scanner.

The reported transmission time, according to John S. Garvey, vice president/production of USA Today, was about 90 seconds. Had the Satlight service not been available, the newspaper either would have had to use color separations supplied by the Associated Press or, if there was enough time before deadline, to send photographs from Los Angeles to Washington by air freight.

The trunk-size Satlight scanner weighs 110 pounds and costs \$130,000. The cost of using the T1 line is about \$1,000 per hour, and Hilton charges \$250 per hour for using its videoconferencing rooms.

Scitex bore the telecommunications costs.

Garvey conceded that the cost of Satlight was on the high side, but he said it is rather competitive with other alternatives. "It costs about \$1,500 to \$2,000 to have a photographer take a plane" to hand-carry film, he pointed out.

The USA Today executive said the system has its strong and weak points.

"It's not as portable as we would like," he said, but he termed the results "excellent."

"Actually, we were using [the system] as a test," Garvey reported. "We didn't expect to get live material from it."

Richard A. Curtis, managing editor of graphics and photography at the Gannett Co. newspaper, initially found the Satlight system "frustrating," but he laid blame for early problems at the Democratic convention in San Francisco on the inexperience of the personnel using it.

"For the Olympics, it worked like a dream," Curtis reported.

Gannett officials are giving thought to installing SatLight units at some of the group's other 84 dailies, which would enable them to provide regional color coverage for the national newspaper.

The U.S. News & World Report color-transmission project was similar in structure, even to the point of using the same facilities at the Washington Hilton. However, the weekly magazine entered the digitized photos into its pagination system, comprised of an Atex front-end system, an Information International Inc. electronic page makeup system and Scitex's Pre Sponse 310 color system.

The U.S. News & World Report project began in January, according to Neil O. Rice, the magazine's director of manufacturing technology, and the installation for July's convention in San Francisco was its first test. It was conducted jointly with Scitex.

Commenting on the quality of the color transmissions, Rice said that as an experimental project, "it was acceptable for me. . . . I haven't worked with it long enough to say that it will replace [other equipment] in the field."

The major problem for the magazine was the T1 line, which failed for four hours at one point during the Democratic convention. But USA Today's Garvey



Scanner is used to relay color pictures.

blamed that on technicians who were unfamiliar with the facilities within the relatively new Moscone Center.

The system was expensive to use, Rice said, but the costs were assumed jointly with Scitex.

"I'm ending up with an editorial trade-off," he said, adding that the system would not be "cost justifiable for smaller newspapers, except in a clustered use" by several publications.

Unlike USA Today and U.S. News & World Report, the three other publications used Crosfield Data Systems Inc. color scanners in innovative ways to achieve photographic coverage of late-breaking events.

For both Time and Sports Illustrated, a Crosfield Magnascan scanner located at the Time Inc. Torrance, Calif., facility, was used to digitize the separations. The data were then beamed by satellite, through Time's Home Box Office transponder, to receiving dishes in Hauppauge on Long Island, N.Y. A T1 line then relayed the data to New York City.

According to Gérard C. Lelièvre, operations director for Time, pictures were cropped, air-brushed and color enhanced after they were received in New York. posed and edited on a Crosfield Proedit

system and merged with text on the Studio 860 production front-end system.

Lelièvre said the quality was such that you couldn't tell the difference between the pictures delivered via the Crosfield system and those flown by jet to New York for processing.

Time also experimented with Scitex's Satlight transportable scanner, using it as a backup to the Crosfield equipment, and displayed and manipulated the pictures on the magazine's Scitex-manufactured Vista system.

The Newsweek project was perhaps the most complex because the magazine used both Scitex and Crosfield transmission and receiving systems and Information International conversion equipment for its color coverage.

The primary transmission system used Crosfield scanners located at a Los Angeles engraving firm.

According to Daniel M. Levine, the magazine's director of graphic systems, Newsweek chose to make color proofs before transmitting digitized separations to New York. "We haven't yet developed the ability to evaluate color on a TV monitor," he pointed out, adding that editors didn't want to gamble on the quality of the printed photograph.

Newsweek used a 56-kilobyte baud line for the transmissions via satellite. "We didn't get the efficiency of a T1 line,"

Levine said, alluding to the T1's speed, "but we were competitive with Time in what we were getting."

As with Time, Newsweek beamed the pictures at publication size. Also, Newsweek had the ability to manipulate the photos after they arrived in New York.

In a secondary scheme, Newsweek delivered photographs to a Scitex van containing a Hell DC 300 scanner and a Response 350 system. The van was linked to the Hilton videoconferencing/AT&T T1 network. In a manner similar to the USA Today/U.S. News & World Report transmissions, the data transmitted through Scitex arrived at a New York Hilton.

In both of Newsweek's transmission schemes, the data were captured on magnetic tape in New York before being entered into the systems.

Data that originated on the Crosfield equipment were fed into and manipulated on the Proedit system. Data from the Scitex equipment were entered into the Vista system.

In both cases, as with U.S. News & World Report, the data were converted on the Triple-I Infocolor II conversion unit into a format that was acceptable to Triple-I VideoComp 570 typesetters, then beamed via satellite to the typesetters located at regional printing plants.

Levine said cost and production prob-

lems prevented Newsweek from using the Satlight/T1 transmission configuration.

"We were not impressed with the quality of it," he said.

Time's Lelièvre added, "The quality (from the SatLight portable scanner) was not as good as Crosfield's."

And USA Today's Garvey said he believes the portable scanner will not be successful until it can transmit over regular telephone lines. —Paul Kraglinski

— Press changes proposed —

The National Printing Equipment and Supply Association Inc., an organization composed of vendors to the printing industries, has sought comments from ANPA members and other interested parties on proposed revisions to standards for press controls and signaling systems [presstime, May 1984, p. 66]. The revisions were formulated by the American National Standards Committee B65.1, "Safety Specifications for Printing Press Drive Controls," comprised of ANPA and 22 other organizations. □

TECHNOLOGY CALENDAR

- **IPEX '84**, an international printing equipment and allied trades exposition, will be Sept. 4-12 at the National Exhibition Center in Birmingham, England.
- **The ANPA Technical Committee** will meet Sept. 6-7 at The Newspaper Center in Reston, Va.
- **Electronic Imaging '84** will be Sept. 11-13 at the Westin Hotel in Boston. The conference is sponsored by Electronic Imaging Magazine and the Society of Photographic Scientists and Engineers.
- **The Atex Newspaper Users Group** will meet Sept. 23-26 at the Anaheim Hilton in Anaheim, Calif.
- **The National Newspaper Association's annual Convention & Trade Show** will be Sept. 26-28 at the Reno-MGM Grand Hotel.
- **The 45th New England Newspaper Production Conference** will be Oct. 11-14 at the Boston Marriott.
- **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York City.
- **IFRA, the Congress of the International Association for Newspaper Technology**, will hold its annual Congress and Exposition Oct. 15-18 in Nice, France.
- **The annual meeting of the International Newspaper Conversions Group** will be Oct. 24-26 at the Disneyland Hotel in Anaheim.
- **ANPA Special Technical Symposiums** will be Oct. 30-Nov. 1 at the Chicago Ramada Hotel O'Hare. Pressroom Options II will be held the first day-and-a-half; Distribution Systems the second day-and-a-half.
- **Lasers in Graphics**, the annual conference on prepress technology and electronic publishing, will be Nov. 4-8 at the Hyatt Regency New Orleans.
- **Printing Industries of America**, a trade association of printers and allied graphic arts groups, will hold its **National Materials Management Conference** Nov. 7-9 at the Sheraton International Hotel at O'Hare in Chicago.

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New microprocessor-based mailroom system improves handling of odd-count bundles

The Springfield (Ill.) State Journal-Register has introduced microprocessor mailroom controls that facilitate counting, sorting and bundling operations—particularly the preparation of odd-count bundles.

The controls permit the newspaper to program mailroom stackers to prepare odd-count bundles automatically for each of the newspaper's nearly 1,000 carriers.

The paper installed its IDAB (Integrated Draw Amount Bundling) programming system last year to gain microprocessor control of odd-count bundle requirements. The data processing department prepares a new program each day for mailroom use.

"Today there is more technological awareness in our mailroom than ever before," comments Delbert Van Dyke, the department's supervisor. "We've got to have the more advanced systems to handle the bigger packages. Quick preparation of odd-count bundles is critical to our news. This is a simpler, more unique way of creating odd-count bundles."

The procedure for building precise bundles is relatively simple. Information such as maximum and minimum bundle size (depending on number of pages and number of inserts), anticipated press speed, and the kind of stacker to be used are determined.

In the data processing department, edition requirements are entered on a truck-by-truck, draw-by-draw, route-by-route basis. This information, which can be entered hours or minutes before the run, is recorded on a floppy disk and sent to the mailroom.

"On a typical run," explains Van Dyke, "we can utilize two stackers and load two trucks simultaneously. There are two independent-memory registers, each with capacity of 400 draws. One register stores draw requirements for bundles built by one stacker. The other memory stores those draws for bundles produced by the second stacker. The system is virtually foolproof."

The computer automatically divides amounts for a multi-bundle route, and the

programmer controls the stacker to prepare specified bundles. For example, if the computer determines maximum and minimum bundle size to be 40 and 11 copies, respectively, each draw is examined on this basis. A 96-paper route, thus, would receive a "key" bundle of 16 copies and two standard bundles of 40 each.

Manual entry of commands for additional copies required for mailing, advertising and replacement is also possible with the Springfield newspaper's system. A bypass control permits production of additional bundles not entered into the system's memory. The mailroom foreman uses a keyboard on the stacker programmer to enter the revised commands into the system.

The State Journal-Register (all-day, circulation 69,492) also uses computer-prepared wrappers for every bundle. Prominently displayed on each wrapper are date, truck and route numbers, location of route, draw amount and number of papers in the bundle.

There are provisions on the wrapper for relaying special instructions to the carrier. For instance, a typical message might read: "Sunday comic pack will be delivered on Saturday morning. Keep these until Sunday morning and deliver with news section." Information about new subscribers, restarts, cancellations or complaints is also conveyed in this manner.

The Springfield mailroom includes IDAB load monitors at each stacking sta-

tion to assist personnel during the draw-building process. The monitors, interconnected to the programmer through a mating cable, verify the count of each bundle.

A digital readout displays the truck's identification number that was earlier keyed into the programmer. As each draw is processed, the count readout displays the size of the key bundle and then the number of standard bundles that remain to be built. As each standard bundle is discharged from the stacker, the number of bundles shown on the readout will decrease by one.

The load monitors include indicators that signal whether a key or standard bundle is being built by the stacker. When the last draw for a truck has been processed, the load number for the next truck appears on the display.

"Because of its accuracy, we have a lot of confidence in the system," says Van Dyke. "It has virtually eliminated circulation complaints, and the job is done with minimal use of manpower."

The newspaper is receiving other, bottom-line benefits from the device. "We've gotten some good cost savings," says R. Duane Cearlock, circulation manager.

Clerks are no longer needed for sorting bundles, he says, and envelopes are not required for messages to carriers.

Cearlock says the device's ability to send out a variety of messages frequently also has made "a substantial improvement in customer relations."



Joey Maggio, day foreman of the Illinois daily, monitors odd-count bundles.

Correction

The Lasercomp Mk2i text and graphics laser output device by Monotype Inc. sets copy at 100-pica width, not 70 picas as reported in the July issue of *presstime* (p. 25). *Presstime* regrets the error. □

Switching panel saves both nerves and down time

The most feared announcement that hangs over the modern newsroom is probably: "The system's down!" Those nerve-racking words conjure up an editor's worst nightmares: lost copy, rewriting, re-editing and late editions.

For those reasons, system editors and production managers are always trying to devise ways to prevent a system's failure, or at least to minimize the catastrophe caused by a computer crash.

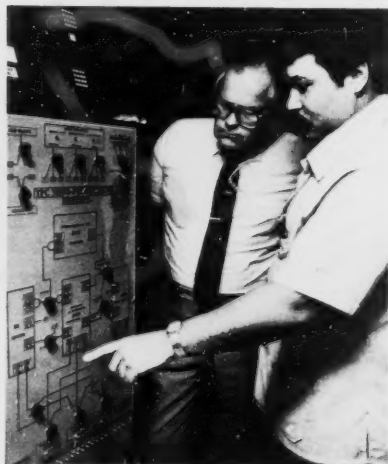
The St. Petersburg Times and Evening Independent have attacked that problem by inventing a "reconfiguration switch."

The switch, developed by Senior Engineering Technician Stan Kabala, is actually several switches on a panel that allow personnel to transfer the functions of a failed computer to a backup unit.

"The purpose of the switch is to allow us to change computers without unplugging and plugging cables," said Coleman T. Brown, manager of systems and computer services. "It provides the ability to reconfigure the system by switches instead of having to recable."

Recabling could take an hour, "if you didn't make a mistake," Brown said. The switch system is instantaneous. "The switch gives us an awful lot of flexibility." It is also used to analyze the data flowing between elements within the systems so that trouble spots can be identified.

To provide a fail-safe dimension to the switch, it is made almost entirely of mechanical parts—not of the electronic components that are vulnerable to failure when the computer goes down. □



Brown (left) with Kabala at switching panel

TECHNOLOGY NOTES

- Anchor/LithKemKo, an Orange Park, Fla.-based supplier of a variety of graphic arts materials, announced that it has reached an agreement in principle to **acquire the Hydrographic Corp.** of Irving, Texas. Hydrographic manufactures offset plates and graphic arts chemicals.

- U.S. Printing Ink of East Rutherford, N.J., has **acquired Sinclair & Carroll Co. Inc.** of Chicago, another supplier of ink to newspapers. Sinclair & Carroll will retain its current management and operate as a division of U.S. Printing Ink.

- Liber Systems Inc. and Crosfield Data Systems Inc. have **entered into a non-exclusive cooperative**

agreement on pagination research and development.

Under the agreement, Liber Systems' TIPS Text and Image Processing System will ultimately drive Crosfield's DATRAX 760X Lasermask™ Film Recorder and Platemaker.

- AM International Corp., a manufacturer of typesetting and graphic arts materials, announced that it has **mailed an amended plan and disclosure statement** to its creditors and stockholders.

Under the proposed reorganization plan, AM International will distribute about \$201 million in cash and 40 million shares of common stock to creditors and shareholders, of which the latter will receive 23.5

percent.

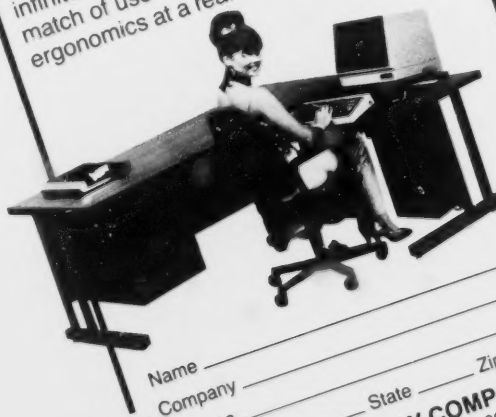
Parties to the plan had until Sept. 1 to vote on it. Hearings are scheduled in bankruptcy court Sept. 5-7. If the amended plan is approved, AM International will come out of Chapter 11 protection [presstime, May 1982, p. 46].

- Management of the Large Systems Operations of Itek Corp., a subsidiary of Litton Industries, **bought out that division of Itek** and renamed it Unitex Inc.

The new firm, which moved its headquarters to Nashua, N.H., is marketing the CPS and Minitex systems, the 100gt and the Mark LX 100-pica typesetters, and the Viewtex page dummyming station.

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CPU strikes one newsprint mill in Quebec, but workers at six others agree to terms

Members of the Confederation of National Trade Unions struck the La Baie, Quebec, newsprint mill of Consolidated-Bathurst Inc. in late July over contract demands. The contract between the mill and the union had expired April 30.

However, members of the Canadian Paperworkers Union negotiated a new three-year contract at the company's Grand Mere, Trois-Rivieres and Shawinigan, Quebec, mills. Details of the settlement were not available at press time.

Also, CPU members at the Trois-Rivieres mill of Kruger Inc. ratified a three-year contract based on the terms of a contract the CPU agreed upon earlier with Abitibi-Price Inc. It calls for wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third [presstime, Aug. 1984, p. 59].

The CPU also ratified a similar contract at four Quebec mills included in the Eastern Canadian Newsprint (bargaining) Group. They are Domtar Newsprint Inc.'s Dolbeau mill; James MacLaren Industries Inc.'s Masson mill; Reed Paper Ltd.'s Quebec City mill; and the Quebec North Shore Paper Co.'s Baie Comeau mill. Previous contracts at Kruger and ECNG expired April 30.

Contract negotiations continue between other Canadian newsprint producers and the CPU and the CNTU.

In the United States, a strike continues by the Association of Western Pulp and Paper Workers at Publishers Paper Co.'s Newberg, Ore., newsprint mill, where one of the paper machines is being operated by non-union workers. Meetings between the two parties and a federal mediator

were continuing at press time.

In a related development, the company's Oregon City, Ore., mill was shut down for four days in August when AWPPW workers refused to cross a picket line set up by Newberg strikers.

Elsewhere in the United States:

- Members of the United Paperworkers International Union ratified a three-year contract at the East Millinocket, Maine, mill of Great Northern Paper Co. It provides wage increases of 63 cents in the first year and 5 percent in each of the second and third years.

- Meetings were continuing in late August between the AWPPW and Crown Zellerbach Corp.'s Port Angeles, Wash., mill. A strike vote was approved earlier by the union. The contract there expired May 31.

Champion agrees to buy St. Regis

Champion International Corp. agreed to acquire St. Regis Corp. in a transaction valued at about \$1.84 billion.

The merger announcement came in late July, shortly after internationally known publisher Rupert Murdoch said he planned to make an offer for 50.1 percent of St. Regis. Murdoch subsequently said he would not pursue his plan to acquire St. Regis.

William Haselton, chairman of St. Regis, said he expects the merger to be completed in October. He said he expects Champion to sell some of the St. Regis assets but to retain most of its pulp, paper and forest products operations.

If completed, the purchase would make Champion the nation's largest paper pro-

ducer and second largest producer of lumber and plywood. The transaction is subject to federal antitrust review [presstime, Aug. 1984, p. 59].

The company said that it does not anticipate any significant antitrust objections to the acquisition.

In a related matter, St. Regis said it had acquired the 8.5-percent block of its shares held by Georgia-Pacific Corp.

St. Regis acquired 2.7 million shares of its common stock as well as 45,000 shares of St. Regis Capital Corp. preferred stock in exchange for cancelling a \$110 million Georgia-Pacific note held by St. Regis.

The acquisition of the Georgia-Pacific-held stock was a condition of Champion's tender offer for St. Regis.

Newsprint notes

A group of investors calling itself Humber Newsprint Co. has been set up to buy Bowater's Corner Brook, Newfoundland, newsprint mill. At least two other groups have submitted bids to buy the mill, which Bowater put up for sale last October. Bowater has said it will shut the mill down if not sold by year-end [presstime, Dec. 1983, p. 50].

...

Daishowa Paper Mfg. Co. plans to re-study the possibility of adding a paper machine at its Quesnel River, B.C., mill to produce newsprint or some other grade of paper for export to Japan. The mill is jointly owned by the Japanese company and West Fraser Timber Co. Ltd. [presstime, Jan. 1983, p. 44].

Financial report of paper companies, first six months of year

Net income (in thousands of dollars)

	1984	1983	% Change		1984	1983	% Change
Abitibi-Price Inc.	31,011(a)	13,902(b)	+123.1	International Paper Co.	122,300(c)	119,300(c)	+2.5
Boise Cascade Corp.	61,400	28,100	+118.5	Kimberly-Clark Corp.	119,500	99,500	+20.1
Bowater Inc.	24,695	15,778	+56.5	MacMullan Bloedel Ltd.	(12,200)	14,100(c)	--
British Columbia Forest Products Ltd.	(5,300)	(20,600)	--	St. Regis Corp.	66,510	22,710	+192.9
Consolidated-Bathurst Inc.	47,629(c)	18,125	+162.8	Southwest Forest Industries	9,003	(6,668)	--
Crown Zellerbach Corp.	53,700	40,400	+32.9	Weyerhaeuser Co.	140,520	81,570	+72.3
Domtar Inc.	53,400(c)	9,700(c)	+450.5				
Donohue Inc.	12,800	1,200	+966.7				
Great Lakes Forest Products Ltd.	4,616	(7,829)	--				
Great Northern Nekoosa Corp.	64,800(c)	36,900(c)	+75.6				

(a) including extraordinary loss

(b) restated

(c) including extraordinary gain

Two more months of rising consumption

The estimated newsprint consumption of all U.S. users increased 6.7 percent in June and 10.9 percent in July from the same months last year.

During the first seven months of 1984, consumption by all users was 9.2-percent higher than that during the same period last year.

Consumption by U.S. daily newspapers rose 3 percent in June and 8.2 percent in July. For the seven-month period, U.S. dailies consumed 5.6-percent more newsprint than a year earlier.

At the end of July, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 52 days. Stocks of North American mills were about one-fourth below July 1983 levels.

The July operating rate for Canadian mills was 98 percent, and for U.S. mills it was 89.8 percent.

Shipments from Canadian mills for the first seven months of the year were up 9.4 percent from the same period in 1983. Canadian shipments to the United States increased 13.1 percent, shipments within Canada were up 14.6 percent and exports overseas decreased 9 percent.

U.S. mill shipments were 13.4-percent higher during the period compared with 1983 levels.

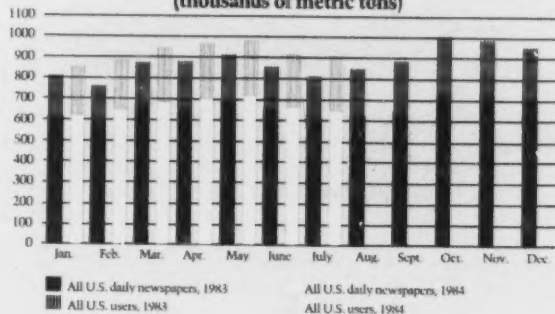
Estimated consumption of all U.S. daily newspapers¹

Region	May 1984(r)	May 1983	% Change
Northeast	174,500	174,197	+0.2
North Central	155,571	151,280	+2.8
South	231,857	217,830	+6.4
West	158,461	151,019	+4.9
Circulation size			
up to 25,000	49,063	54,688	-10.2
25,001-100,000	128,518	132,619	-3.1
Over 100,000	542,808	507,019	+7.1
May totals	720,389	694,326	+3.8
Region	June 1984	June 1983	% Change
Northeast	165,414	161,294	+2.6
North Central	141,107	140,014	+0.8
South	211,878	203,012	+4.4
West	148,616	143,391	+3.6
Circulation size			
up to 25,000	45,506	51,442	-11.5
25,001-100,000	118,152	123,019	-4.0
Over 100,000	503,357	473,250	+6.4
June totals	667,015	647,711	+3.0
Region	July 1984(p)	July 1983	% Change
Northeast	154,653	146,245	+5.7
North Central	138,301	130,141	+6.3
South	213,978	197,020	+8.6
West	152,539	136,011	+12.2
Circulation size			
up to 25,000	46,459	46,653	-0.4
25,001-100,000	116,154	111,148	+4.5
Over 100,000	496,858	451,616	+10.0
July totals	659,471	609,417	+8.2
Seven-month totals	4,720,445(p)	4,470,021	+5.6(p)

Production

	Canada	U.S.A.	North America
June 1984	780,267	424,251	1,204,518
June 1983	719,464	371,925	1,091,389
Increase	+60,803	+52,326	+113,129
	+8.5	+14.1	+10.4
July 1984	825,402	408,981	1,234,383
July 1983	698,633	377,811	1,076,444
Increase	+126,769	+31,170	+157,939
	+18.1	+8.3	+14.7
Seven months 1984	5,198,516	2,951,661	8,150,177
Seven months 1983	4,855,350	2,699,475	7,554,825
Increase	+343,166	+252,186	+595,352
	+7.1	+9.3	+7.9

Estimated newsprint consumption, 1983-84 (thousands of metric tons)



Estimated consumption of all U.S. users

	Recent year	Year earlier	% Change
May totals	992,000(r)	919,000	+8.0(r)
June totals	916,000	858,000	+6.7
July totals	905,000(p)	816,000	+10.9(p)
Seven-month totals	6,459,000(p)	5,916,000	+9.2(p)

Stocks

U.S. publishers ²	Tonnage	Days' supply on hand	Days' supply in transit
May 1984	811,160(r)	36	7
May 1983	745,506	35	6
June 1984	872,610	40	8
June 1983	808,475	42	7
July 1984	950,877(p)	43(p)	9(p)
July 1983	825,638	42	6
Canadian mills			
June 1984	234,748	--	--
June 1983	339,020	--	--
July 1984	301,400	--	--
July 1983	358,445	--	--
U.S. mills			
June 1984	55,370	--	--
June 1983	133,386	--	--
July 1984	51,746	--	--
July 1983	116,143	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1984	651,239	100,305	120,718	872,262
June 1983	564,529	82,972	147,973	795,474
July 1984	572,202	82,628	103,920	758,750
July 1983	451,915	75,883	151,410	679,208
Seven months 1984	3,819,031	621,191	759,877	5,200,099
Seven months 1983	3,376,612	541,896	834,697	4,753,205
Increase or decrease	+442,419	+79,295	-74,820	+446,894
	+13.1	+14.6	-9.0	+9.4
From U.S. mills				
June 1984	408,225	----	10,257	418,482
June 1983	365,503	----	29,433	394,936
July 1984	382,819	----	29,786	412,605
July 1983	365,377	----	29,677	395,054
Seven months 1984	2,846,346	----	154,275	3,000,621
Seven months 1983	2,509,403	----	160,338	2,669,741
Increase or decrease	+336,943	----	-6,063	+330,880
	+13.4	----	-3.8	+12.4
From North American mills				
Seven months 1984	6,665,377	621,191	914,152	8,200,720
Seven months 1983	5,886,015	541,896	995,035	7,422,946
Increase or decrease	+779,362	+79,295	-80,883	+774,774
	+13.2	+14.6	-8.1	+10.5

¹Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

²Represents stocks of ANPA-member newspapers in statistical sample.
(r) = revised (p) = preliminary

Layoffs, pay cuts mark latest financial difficulties at UPI

United Press International and the Wire Service Guild took drastic steps in late August to prevent what Guild President William Morrissey called "the news service's demise."

UPI and the Guild announced agreement on a plan to lay off about 40 permanent editorial staff members and about 60 probationary and temporary staffers. According to some press reports, there could be up to 200 layoffs, but UPI officials said that figure was "speculative."

In addition, the plan calls for all remaining UPI employees to take a 25-percent pay cut effective Sept. 15, with a gradual increase in pay to existing levels by Dec. 15, 1985.

"These are stringent measures. We are keenly aware that we are asking all of our employees to make considerable sacrifices," said Luis G. Nogales, UPI executive vice president and general manager. "But we entered into discussions with the Guild with a clear and shared goal: to reach an agreement that will go beyond ensuring UPI's short-term survival."

He added, "Both the Guild and the company refused to accept any plan that did not provide a basis for UPI's financial stability and growth over the long haul."

According to Nogales, the plan would allow UPI's finances to enter the black in the last quarter of 1984. It would be the first profitable quarter for UPI in 20 years.

"All of 1985 will be a profitable year for

UPI," he claimed.

The plan was to have been submitted for ratification to the approximately 950 UPI Guild members in late August. Details of the agreement were outlined in a press briefing Aug. 23 in New York.

As of that date, UPI already had given layoff notices to 47 employees. Nogales said most of them were temporary staff members.

The plan also includes a one-year "postponement" of contributions by UPI to the company's pension funds.

On a positive note for remaining workers, the plan calls for UPI's owners to allocate to employees a stock interest equal to 6.5 percent of the equity of the company. Each staff member would receive shares apportioned according to how much he or she will give up in salary during the "wage-reduction cycle" of the recovery plan. UPI officials say the turnaround will make the stock valuable.

During that cycle, the 25-percent pay cut would remain in effect through Dec. 15, 1984. Salaries would then rise to 85 percent of current levels through March 31, 1985, 90 percent from April 1 through June 30, 95 percent from July 1 through Sept. 30, and would be fully restored between Oct. 1 and Dec. 15, 1985.

All employees would receive a 3-percent raise between Dec. 15 and 31, 1985, and a 5-percent increase from Jan. 1 through April 16, 1986.

It took UPI and the Guild 16 days of negotiations to reach agreement. Guild President Morrissey described the event as "the most traumatic, gut-wrenching assignment of our lives." Terms agreed to were "our only choice," he said.

Neither Guild nor UPI officials would comment on what would happen if the Guild membership rejects the plan.

UPI's already weak cash flow became especially "cramped" in August because of coverage of the Olympics and the 1984 political campaigns, said UPI spokesman David Wickenden.

Nogales said that since Douglas F. Ruhe and William E. Geissler bought UPI from E. W. Scripps Co. in 1982, the wire service's average monthly deficits have been sharply reduced. "Deficits were running at about \$2 million monthly" in 1982, and now they are less than \$1 million, UPI officials said.

Also at the press briefing, UPI confirmed that it is seeking an infusion of investment capital through the investment banking firm G. William Miller and Co. of Washington, D.C.

The New York Times earlier had reported that UPI owners are seeking \$12 million for a 30-percent ownership in the company. Wire service officials would not comment on that point.

Also, former UPI Chairman John Jay Hooker, who resigned in 1983 after only two and a half months in the position following a disagreement with Ruhe and Geissler, said he had lined up a group that is interested in buying into the wire service.

Meanwhile, UPI described plans for yet another element of its stepped-up fight for survival: a three-year "editorial redeployment program." Among features of this "reorganizational" plan are: a new, 10-person graphics department, a "features and enterprise desk," a "special investigative team" and expanded sports and financial departments, with more regional sports writers being added in the states. □

Recent acquisitions

Donrey Media Group of Fort Smith, Ark., acquired the Ukiah (Calif.) Daily Journal, daily circulation 8,066.

Donrey also acquired the Altus (Okla.) Times, daily circulation 7,896.

Cox Enterprises Inc. of Atlanta, a partner with Donrey in the ownership of The Yuma (Ariz.) Daily Sun, acquired Donrey's 50-percent interest and thus assumed full ownership of the 24,803-circulation paper.

The Buckner News Alliance of Seattle acquired the Corona-Noroco (Calif.) Independent, daily circulation 3,734.

The Times Mirror Co. of Los Angeles, is acquiring Call-Chronicle Newspapers Inc. of Allentown, Pa., publisher of The Morning Call, daily circulation 128,756.

Anderson (Ind.) Newspapers Inc., acquired the Sentinel-Standard of Ionia, Mich., daily circulation 4,612, and the South Haven (Mich.) Daily Tribune, circulation 2,473.

Galveston (Texas) Newspapers Inc. acquired The Texas City (Texas) Sun, daily circulation 12,214. □



Press kits for National Newspaper Week Oct. 7-13 are available for \$6 each from the South Dakota Press Association, Box 2230, Brookings, S.D. 57007. Part of the event will be observance of Newspaper Carrier Day Oct. 13.

3 more p.m. papers change to morning; one drops idea

Three more evening newspapers are converting to morning publication.

Two of them are Gannett Co. dailies—The New Mexican of Santa Fe, N.M., and the Journal and Courier of Lafayette, Ind. The 16,053-circulation New Mexican was scheduled to change Aug. 27, and the Journal and Courier (circulation 37,040) Sept. 4.

In Canada, Le Soleil (121,227) of Quebec City will add a Sunday edition Sept. 16 and be a morning paper thereafter.

The p.m.-to-a.m. conversions make a total of nine this year, including the 71,264-circulation Press Democrat of Santa Rosa, Calif., which made the change April 9. Last year, 14 evening papers converted to morning publishing schedules [presstime, April 1984, p. 70].

Going against the trend, the Champaign-Urbana (Ill.) News-Gazette (48,938) canceled plans to move from all-day publication to mornings-only after a poll showed its subscribers prefer an afternoon publication. The daily dropped its morning edition June 4. □

Morning, evening staffs merged at papers in 2 Georgia cities

Two Georgia newspaper companies with morning and evening newspapers published in the same city have merged their news staffs.

Augusta-based Morris Communications Corp. said the staffs of The Augusta Chronicle (morning, circulation 60,677) and The Augusta Herald (evening, 18,365) would merge Sept. 1.

Publisher William S. Morris III named W. Howard Eanes, managing editor of the Chronicle, as executive editor of the two newspapers. Morris said the reorganization of the two staffs "will be apparent to our readers only as it results in better newspapers with broader coverage."

The two dailies will remain distinct in character, coverage and appearance, the company said. Eanes noted that the Chronicle is "more of a regional newspaper," while the Herald emphasizes local news.

In the other change, the staffs of The Columbus Enquirer (morning, 33,975) and The Columbus Ledger (evening, 26,193) were merged May 28. "The whole staff is

enthusiastic about it," said Assistant Executive Editor Jack E. Swift. "It makes no sense to have two reporters covering city council meetings," he added.

The Columbus dailies are in the Knight-Ridder Newspapers group.

The Georgia staff mergers are the 12th and 13th such actions since 1980 [presstime, March 1984, p. 52]. □

'Inside Story' scratched from fall lineup

Lack of funding has forced the removal of "Inside Story" from the Public Broadcasting Service's fall television program lineup.

However, Senior Executive Producer Ned Schnurman said he expects sufficient funds will be raised in time for the series to be back on the air in January. About \$2 million is being sought for 13 programs.

"Inside Story" has examined media issues such as coverage fairness, journalism ethics and press ownership [presstime, March 1983, p. 32].

If the series does resume, it will be without host Hodding Carter III, who will be replaced by former NBC newsmen Edwin H. Newman. Schnurman said the departure of Carter was unrelated to the show's financial difficulties. Carter, a former State Department spokesman, would anchor a special "Inside Story" program proposed for later this year on communications between the United States and the Soviet Union, Schnurman added. □

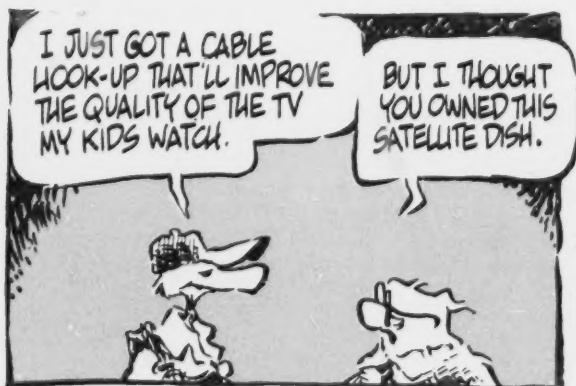
Changes in command

Newspaper Association Managers, at its annual convention Aug. 5-9 in Virginia Beach, elected the following new officers:

- **President**—Warren M. Hoyt, executive director, Michigan Press Association
- **Vice President**—David R. West, secretary-manager, Illinois Press Association
- **Secretary**—Reg Ivory, executive director, Inland Daily Press Association
- **Treasurer**—Edward W. Tucker, general manager, New Jersey Press Association.

In addition, Stephen E. Palmedo was selected for the new position of NAM executive secretary. Working out of The Newspaper Center in Reston, Va., Palmedo also will continue to function as manager of training services for ANPA. □

'Shoe'



By Jeff MacNelly



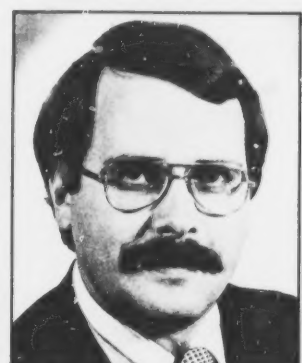
Donald E. Graham



Ralph L. Lowenstein



Godfrey Kauffman



Howard G. Sutton

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

New Times, Old Values

Donald E. Graham, publisher, The Washington Post. The Press-Enterprise Lecture Series, University of California, Riverside, March 20.

Conversion in Retrospect

Jon Markey, production director, USA Today. ANPA Operations Management Conference & Exposition, Atlanta, June 13.

The State of Journalism Education: An Educator's View

Ralph L. Lowenstein, dean of the College of Journalism and Communications, University of Florida. Southern Newspaper Publishers Association seminar, Atlanta, July 9.

K mart's Advertising Plans

A. E. Stine, central region advertising manager, K mart Corp. International Newspaper Advertising and Marketing Executives semi-annual conference, Maui, Hawaii, July 16.

From the Newspaper Personnel Relations Association annual conference, San Antonio, June 17-20:

The Employment-at-Will Phenomenon

Leland B. Cross Jr., Ice Miller Donadio & Ryan, Indianapolis.

OSHA Right-to-Know Standards—What to Do

Richard W. Neergaard, ANPA manager/environmental services.

From the International Circulation Managers Association annual conference, Toronto, June 27-30:

ICMA President's Speech

Frank W. Arnold, president, The News and Observer and The Raleigh (N.C.) Times.

Data Processing: How It Relates to a Marketplace

Howard G. Sutton, circulation director-sales, Providence Journal and Bulletin.

Newspaper Circulation—Street Sales Ideas

Stephen C. Johnson, regional circulation director, Gannett Co., Rosslyn, Va.

Transactions and Experiences: There is a Difference

Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City.

Developing an Action Marketing Plan

Godfrey Kauffman, circulation director, The Boston Globe.

Research Predictions for the Newspaper Industry

Tom Holbein, executive vice president, Belden Associates, Dallas.

ANPA Calendar

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va.,
Sept. 6-7

ANPA/Pennsylvania Newspaper Publishers Association Labor Relations Seminar

Philadelphia Marriott, Sept. 10-12

ANPA Board of Directors meeting
The Savoy, London, Sept. 12-13

ANPA Management Development Workshop

Holiday Inn Lake Shore Drive, Chicago,
Sept. 17-21

ANPA Newspaper Color Separation Techniques Seminar

The Newspaper Center, Reston, Va.,
Sept. 17-21

ANPA Human Resources Committee meeting

Hyatt Regency on Capitol Hill,
Washington, D.C., Sept. 18

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting

Hyatt Regency on Capitol Hill,
Washington, D.C., Sept. 18

ANPA Government Affairs Committee meeting

Hyatt Regency on Capitol Hill,
Washington, D.C., Sept. 18-19

ANPA Legal Affairs Committee meeting
Hyatt Regency on Capitol Hill,
Washington, D.C., Sept. 19

ANPA/American Bar Association Task Force meeting

National Association of Broadcasters
office, Washington, D.C., Sept. 20

ANPA Foundation Newspaper in Education Committee meeting
Georgetown Marbury, Washington, D.C.
Sept. 20-21

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Chateau Montebello, Montebello,
Quebec, Sept. 20-21

ANPA Industry Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C.,
Sept. 24-25

ANPA Convention Arrangements Committee meeting
The Fontainebleau, Miami Beach,
Sept. 28

OCTOBER

ANPA Advanced Offset Press Operations Seminar

The Newspaper Center, Reston, Va.,
Oct. 1-5

ANPA Telecommunications Committee meeting

Hyatt Regency on Capitol Hill,
Washington, D.C., Oct. 2-4

ANPA Foundation Newspaper in Education Instructor Training Seminar
Airlie House Conference Center, Airlie,
Va., Oct. 8-11

ANPA Newspaper Safety and Health Symposium

O'Hare Marriott, Chicago, Oct. 11-12

Presstime Advisory Committee meeting

The Newspaper Center, Reston, Va.,
Oct. 15

ANPA Postal Committee meeting
Hotel Washington, Oct. 16-17

ANPA Foundation/Ohio Newspaper Association Midwest Literacy Symposium

Columbus Marriott North, Columbus,
Ohio, Oct. 26-27

ANPA Quality Control Seminar

The Newspaper Center, Reston, Va.,
Oct. 29-Nov. 2

ANPA Pressroom Options II Symposium
O'Hare Ramada Inn, Chicago, Oct. 30-31

ANPA Distribution Systems Symposium
O'Hare Ramada Inn, Chicago,
Oct. 31-Nov. 1

ANPA Newsprint and Transportation Committee meeting

The Newspaper Center, Reston, Va.,
Oct. 31

ANPA Newsprint and Transportation Committee/CPPA Newsprint Section meeting

Four Seasons Hotel, Washington, D.C.,
Oct. 31-Nov. 1

NOVEMBER

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Sheraton-Dallas Hotel and Towers,
Dallas, Nov. 12-14

ANPA Advanced Offset Press Operations Seminar

The Newspaper Center, Reston, Va.,
Nov. 12-16

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Foundation names new editor

Rosalind G. Stark has been named publications editor for ANPA Foundation.

Stark, 40, was director of editorial services for the National Association of Elementary School Principals in Reston, Va. Prior to that she was vice president of client services for Lifetime Learning Systems Inc., a firm that develops multimedia materials.

Stark also has held editorial positions with other organizations, has been an elementary school teacher and holds a master of education degree from Harvard University.

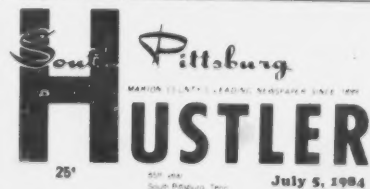
As a free-lance writer, Stark wrote several ANPA Foundation publications, including "The Current Economy" and Elections '84." As a member of the Foundation staff, she will be responsible for editing Update NIE and other Foundation publications.

She replaces Ray Chattman, who resigned to become graphics editor of The Times Herald Record in Middletown, N.Y. □

New members

LAKE FOREST News/Voice

News/Voice Newspapers Inc., Highland Park, Ill., publisher of nine newspapers also including the Deerfield News/Voice, Glencoe News/Voice, Glenview News/Voice, Lake Forest News/Voice, Northbrook News/Voice, Vernon News/Voice, Wilmette News/Voice and Winnetka News/Voice (combined circulation 54,749). William H. Rentschler, publisher.



South Pittsburgh, Tenn. (circulation 3,812). Rob Woodfin, publisher.

The Baytown Sun

Baytown, Texas (circulation 17,469). Bruce H. Morris, executive vice president.

Taking issue with ANPA's postal position

The U.S. Postal Service today is a quasi government-owned business operation. Its primary purpose, on which it has a monopoly, is the distribution and delivery of first-class mail. To perform this function, the postal system mans and operates a six-day-a-week distribution to all city-route homes, motor routes to most rural homes and centralized post offices opened at most ZIP codes where both box and over-the-counter pick-up service is available.

To maintain this system in the style to which we are accustomed, the Postal Service has a substantial administrative structure, distribution warehouse and mail-moving facilities, a huge fleet of cars, trucks and other types of vehicles. This system in its entirety, with all its inherent costs, must be in existence whether it ever delivers a single piece of second-third- or fourth-class mail. The structure and costs are there to meet the requirements of first-class mail. Thus, the cost of this operation should be financed entirely by that segment of mail it is primarily established to serve, first class. Any other distribution the post office may be involved in is incidental to its primary function over which it maintains, by law, a monopoly. The other forms of mail—second, third and fourth class—which is delivered by the post office must be considered, by their nature, to be either commercial or non-profit. . . .

In the current postal rate case, the American Newspaper Publishers Association is again demanding preferential rate treatment for newspapers, while demanding that third-class mail be artificially limited and burdened with rate increases that not only reflect the cost of distributing bulk mail, but also . . . a portion of the base cost of the post office.

Requests by ANPA are not based on fairness, on what is good for business, on what is good for taxpayers or ratepayers. The proposal is based solely on increasing the cost to competitors, eliminating their competitive ability in hopes that revenues going into mail would be redirected into newspapers.

History has already taught us that bulk distribution, whether by hand or through the post office, is a medium of communication that is here to stay. Mass distribution of advertising pieces produces results. Ironically, many ANPA members utilize all forms of distribution. Some maintain large, independent carrier systems and do not rely at all on the post office. Other newspapers use only second-class, newsrack and news-store distribution. Some

publishers use second class, paid and requester, still others use second and third.

Considering the variety of distribution methods used, it would seem in ANPA's best interest to . . . encourage a total subsidy for the dissemination of news while maintaining that all advertising material, whether it be an independent circular, a catalog or advertising mailer or an advertising page in a newspaper or magazine, be charged 100 percent of the actual incidental costs above the cost necessitated by maintaining the post office . . . for the distribution and delivery of first-class mail.

This would be fair. It would be equitable to all concerned. It would provide for and encourage the dissemination of facts, news and opinions without restrictions.

It would allow for the distribution of advertising material, from whatever source, at its actual cost to the Postal Service. It would place all advertising businesses in an equal, competitive position without favoritism being given to any particular operation.

We should not look to the post office for charity, handouts or unfair competitive advantage under the guise of the First Amendment. That's an abuse of a very sacred trust and privilege.

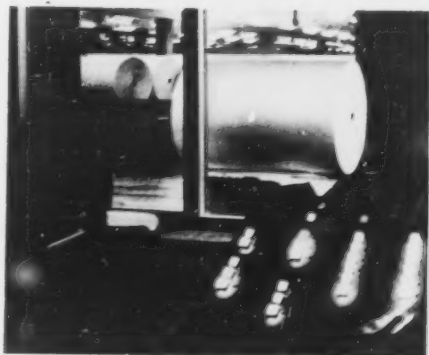
David J. Willmott
Editor and Publisher
Suffolk Life Newspapers
Westhampton, N.Y.

Editor's note: Suffolk Life Newspapers is an ANPA member and distributes its weekly papers via second-class paid, second-class requester, third-class and bulk. The company also owns a distribution company. This letter is excerpted from a longer submission to presstime by Willmott. It prompted the following response:

The Joint Postal Task Force believes that first-class mail rates should be as low as possible, consistent with federal law. The public should not be asked to shoulder the full 40 percent of the USPS budget that is assigned as "overhead." The rates and rate structure for second-class and third-class mail should also be set according to the postal statutes. Those laws require application of cost-accounting principles combined with subjective assessments of fairness, equity and the need to ensure that news is disseminated throughout the nation at the lowest possible cost. ANPA does not seek "preferential" rates for any class; its proposals are based on what the law requires.

Otto A. Silha, Chairman
Joint Postal Task Force

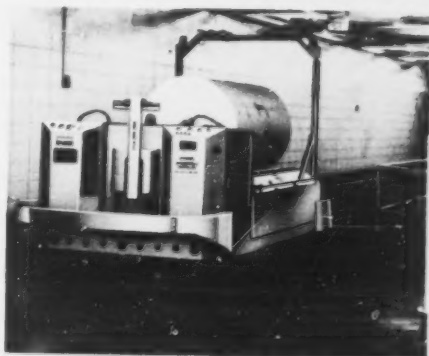
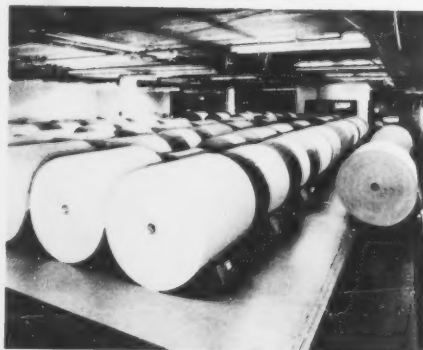
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